26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION SEPTEMBER 30, 1957 35¢ PER COPY

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Too much for tv — Reynolds

St. Louis wheeling-dealing

2
TWO FOR THE MONEY WITH NIGHTTIME RADIO
Prepared by:
RADIO DIVISION
EDWARD PETRY & CO. INC.
August 1957

Read this presentation.

It paints the true picture of

NIGHTTIME RADIO *today.*

You can get your copy of this

presentation from your Petry representative.

Learn all the details about the huge

audiences available at low cost to the

shrewd advertiser who

uses **NIGHTTIME RADIO** *now.*

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

NEW YORK · CHICAGO · ATLANTA · BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

NO CONTEST in Sioux City

every survey ever taken proves . . . .

KVTV DOMINANT

New Proof? . . . Aug. '57
Sioux City Pulse

CBS TELEVISION

abc television network

TOP 19 SHOWS	8 OF TOP 10 SYND. SHOWS	TOP 35 LOCAL SHOWS	5½ TO 1 MORE ¼ HR. WINS
46 OF TOP 50 SHOWS	TOP 24 NET SHOWS	60% MORE AUD. FOR LATE MOVIES	⅔ MORE AV. CLASS A AUDIENCE

dominant

7 days a week
day and night

* Aug. '57 Pulse—all audience figures refer to time periods when both stations are on the air. 374 quarter hour wins for KVTV— 68 for station B. 53% more audience for KVTV.

KVTV
Channel 9

A Cowles station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

How FIRST can you get?

July ARBs*

1. Gunsmoke	WCHS	51.4
2. Highway Patrol	WCHS	38.9
3. I've Got a Secret	WCHS	35.7
4. Alfred Hitchcock	WCHS	34.8
5. What's My Line?	WCHS	33.0
6. To Tell The Truth	WCHS	32.4
7. Undercurrent	WCHS	31.1
8. Richard Diamond	WCHS	30.9
9. Playhouse 90	WCHS	30.7
10. $64,000 Question	WCHS	29.3
The Millionaire	WCHS	29.3

Eleven out of the top ten programs in West Virginia's biggest market! Some stations can garner 7 out of 10, 8 out of 10, 9 out of 10, and rarely, 10 out of 10. But 11 out of 10 of the top-ten in the biggest market shows what WCHS-TV offers in the Charleston-Huntington-Ashland area. These are the ARB figures released 8/27/57. WCHS-TV with its 1,000 foot tower and maximum power reaches a great and growing market. Call Branham or Jack Gelder, Vice President and General Manager, WCHS-TV.

WCHS·TV

*Ten top-rated television programs in CHARLESTON. Compiled from ARB audience study for the survey week of July 25 through 31. All figures copyrighted by the AMERICAN RESEARCH BUREAU, INC. Released 8-27-57.

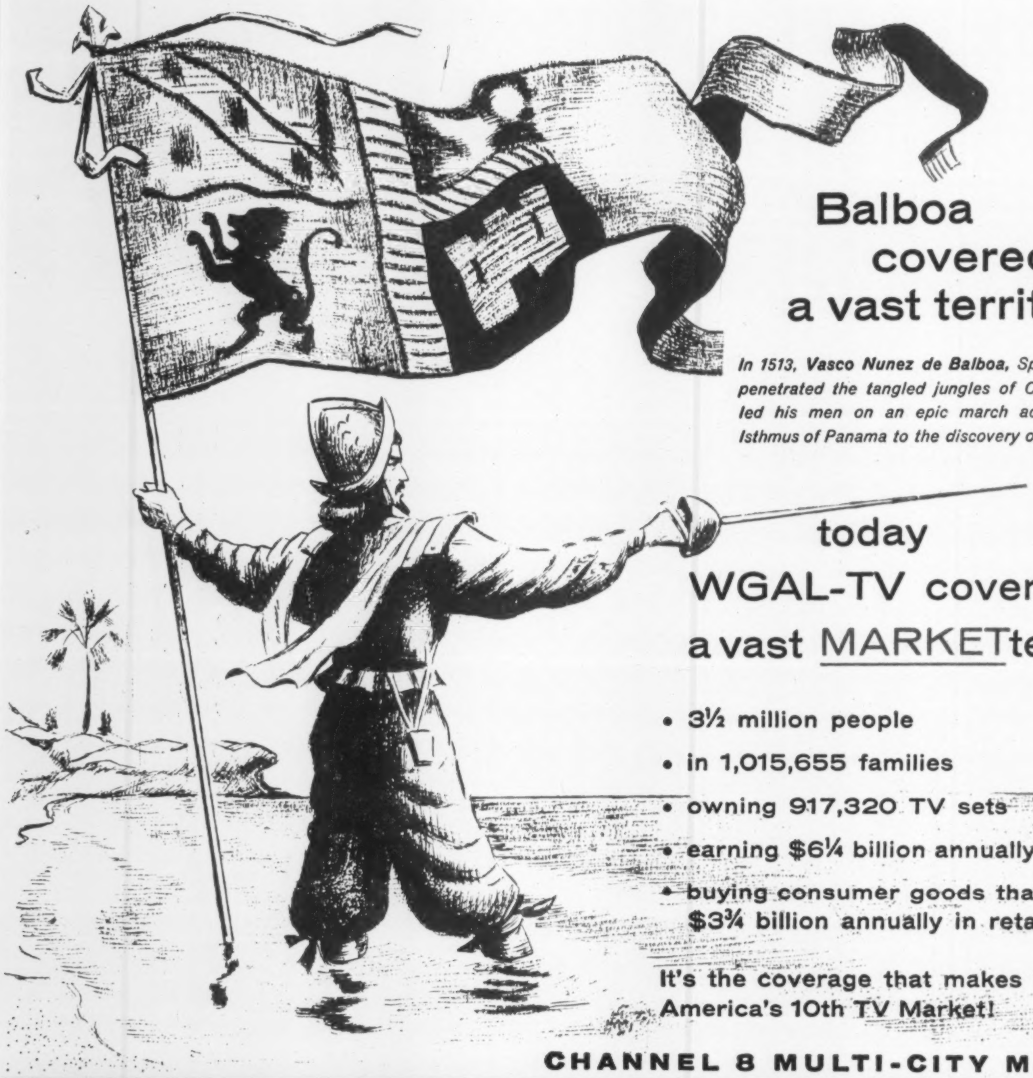
. . . SERVING CHARLESTON-HUNTINGTON-ASHLAND

FROM THE BIGGEST MARKET . . .

Charleston's only TV Station!

BASIC CBS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Balboa covered a vast territory . . .

*In 1513, **Vasco Nunez de Balboa,** Spanish conquistador, penetrated the tangled jungles of Central America and led his men on an epic march across the steaming Isthmus of Panama to the discovery of the Pacific Ocean.*

today WGAL-TV covers a vast MARKETterritory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

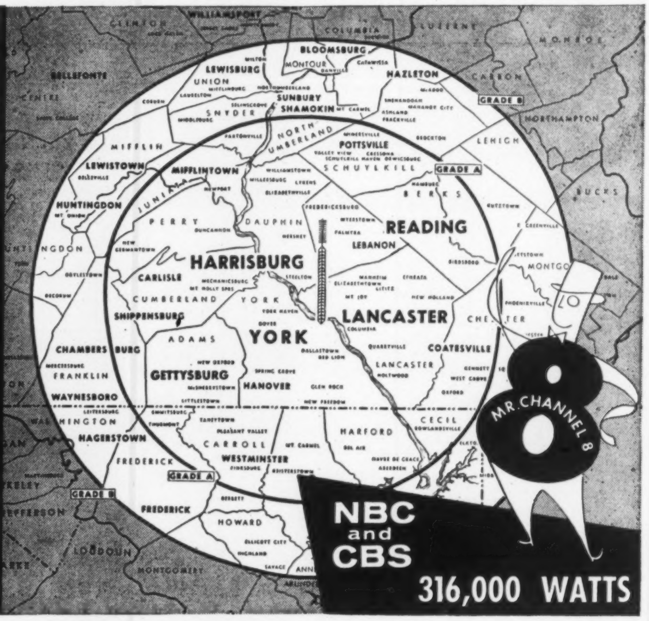
CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.


WILLIAMSPORT
BLOOMSBURG
LEWISBURG
HAZLETON
SUNBURY
SHAMOKIN
POTTSVILLE
LEWISTOWN
MIFFLINTOWN
HUNTINGDON
READING
LEBANON
HARRISBURG
CARLISLE
SHIPPENSBURG
LANCASTER
YORK
COATESVILLE
CHAMBERSBURG
GETTYSBURG
HANOVER
WAYNESBORO
HAGERSTOWN
WESTMINSTER
FREDERICK
GRADE A
GRADE B
MR. CHANNEL 8
8
NBC and CBS
316,000 WATTS

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit.

SPARK OF LIFE • NTA Film Network reportedly is planning to launch live programming in 1958. Blueprinting coincides with moves of parent company, National Telefilm Assoc., in station ownership field. With NTA hoping to acquire five tv stations, network could be assured of live programming on its own stations plus other affiliated stations desiring it. NTA has bought WMGM-TV Minneapolis and is in closing negotiations for WATV (TV) and WAAT, both Newark.

B•T

Following up program clearance pitch to affiliates at their meeting two weeks ago [B•T, Sept. 16], NBC Radio officials have written stations to ask specifically what additional clearances can be expected from each one. Returns to date described as "extremely satisfying." Network's goal is to get clearance picture to point where it can guarantee advertisers that it will deliver 100% of network lineup (in terms of rates), as CBS Radio does. NBC's current rates guarantee 75% clearance. If clearances of any program fall below guaranteed figure, advertiser is rebated proportionately. But NBC Radio officials say they're currently averaging above 80%, meaning advertisers are getting bonus. When NBC is able to guarantee 100%, rates presumably will go up.

B•T

NO IMMUNITY • Rep. Emanuel Celler (D-N. Y.), chairman of powerful House Judiciary Committee, believes Congress has constitutional right to pass legislation regulating closed-circuit subscription television. Mr. Celler and his legal staff reached that conclusion after extensive research. He'll state it as his definite belief in speech to be delivered tomorrow (Oct. 1) at meeting of Assn. of Advertising Men & Women, New York (see page 10).

B•T

Coincidentally, it's learned, FCC legal staff also researched same question of federal control over intra-state wired systems and came to same conclusion—that it's within Congress' constitutional power to pass legislation. Question which FCC staff still hasn't solved is whether FCC, under existing laws, can touch intra-state, wired toll tv.

B•T

EXPENSIVE REHEARSAL • It's costing Crosley Broadcasting around $37,000 a week to sweat out FCC deadlock over approval of equipment of WLWI (TV) Indianapolis. Ch. 13 station has been producing full program schedule daily since Sept. 15, its planned starting date, but only for closed-circuit purposes. It could not go on air when planned because FCC tied 3-3 on vote to approve modifications in equipment—normally routine matter for clearance. Station is losing $30,000 a week business it had on books Sept. 15 and is supporting weekly payroll of $7,000.

B•T

FCC last week again was unable to break 3-3 tie on authorization of operation for ch. 13 WLWI (TV) Indianapolis which has been waiting since Sept. 15 for approval of equipment. Because of 3-3 tie, FCC at its Sept. 18 meeting decided to ask new Comr. Fred W. Ford to examine record and determine whether he could participate in case. But Mr. Ford had not completed voluminous record last Wednesday, with result that no action is likely before this Wednesday (Oct. 2).

B•T

FAR AWAY PLACES • While programming of NARTB regional meetings has been generally regarded as best yet, first leg of autumn series showed one painful flaw: site selection. Asheville, N. C., in western end of state, drew scant Pennsylvania attendance, and Schenectady, N. Y., hotel was inadequate for New England-New Jersey-New York broadcast delegates.

B•T

Pennsylvanian who traveled far and by devious routes to Asheville raised this point: With considerably more convenience and less expense, he could have hopped over to Cleveland for the previous week's regional meetings which covered substantially same topics. NARTB indicated it would discuss feasibility of region border crossing in such extreme cases.

B•T

NEW TARGETS • Add cold remedies and vitamins to list of product advertising being scanned by House committee looking into ad claims. Group headed by Rep. John A. Blatnik (D-Minn.) held hearings on cigarettes and reducing aids during summer. Reports on these subjects will not appear until next congressional session, but speculation has had them recommending such steps as censorship by Federal Trade Commission over drug-cosmetic ads, and criticizing FTC on cigarette regulation.

B•T

Lutheran Laymen's League, which spends $1.3 million annually on The Lutheran Hour *broadcast, reported to be so pleased with results that it plans to seek at least 10% increase in budget to expand program's coverage for 1957-58. Program is carried weekly in U. S. on more than 400 MBS stations and 70 NBC Radio stations, and more than 700 stations abroad in more than 50 languages. League appears particularly interested in expanding overseas. Budget may be set this week.*

B•T

ABSENTEES • Vexing problem at NARTB regional meetings has been mass exodus of delegates on second (final) day of sessions. At Asheville, N. C., last week, Tuesday luncheon speaker Bowman Gray of R. J. Reynolds had much to say about critical problems facing one of broadcasting's blue chip clients (story page 32). But bare third of delegates stayed around.

B•T

Dr. Bernard Schwartz, chief counsel of House Legislative Oversight Subcommittee which has begun investigation of FCC and other independent agencies, has been getting plenty of informed advice from veterans of earlier congressional investigations. Among these are Herb Maletz, chief counsel to House Antitrust Subcommittee, who masterminded that group's probe of television networks and music licensing and who is known to feel (like his chief, Rep. Emanuel Celler) that FCC is only reed in industry wind.

B•T

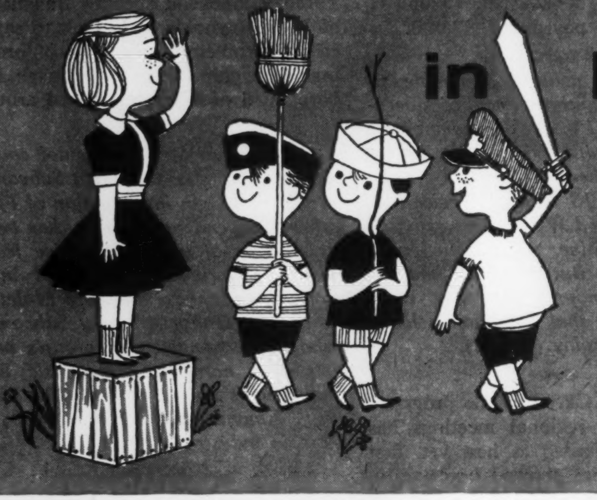
NOT IN PICTURE • Contrary to published reports, William S. Paley, chairman and largest single stockholder in CBS Inc., is not identified with acquisition of *New York Herald Tribune* by J. H. Whitney & Co. Mr. Paley is brother-in-law of Jock Whitney, ambassador to Great Britain, but is not connected with Mr. Whitney's business ventures in mass communications field. Corinthian Broadcasting Corp. (KOTV [TV] Tulsa; KGUL-TV Galveston-Houston; WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis) is wholly owned subsidiary of Whitney & Co.

B•T

Albert R. Lanphear, general manager of WNJR Newark, understood to have been promoted to new post of sales director of parent Rollins Broadcasting Co., with headquarters in Wilmington, Del. Rollins properties include WAMS Wilmington and WJWL Georgetown, both Delaware, WRAP Norfolk, Va., WBEE Harvey, Ill., WGEE Indianapolis, WPTZ (TV) Plattsburgh, N. Y., and WNJR. Mr. Lanphear's successor reportedly will be Hal Walton, assistant general manager of WNJR.

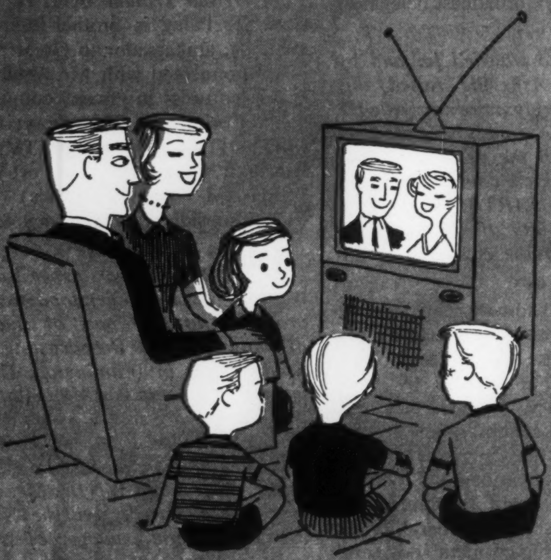
B•T

PAPER CITY ERASED • New York's on-again-off-again plans for construction of giant "television city" now understood to be shelved indefinitely. Reason: report for CBS on housing and space requirements in East by Robert Heller & Assoc., Cleveland [CLOSED CIRCUIT, June 10], while stressing need to keep tv "alive" in New York, underscores impracticability of "go-it-alone" attitude. Heller organization feels that unless ABC-TV and NBC-TV cooperate, construction of such project would not be feasible. To date, CBS's rivals are quite cool to project, immediate result being that real estate tycoon William Zeckendorf (Webb & Knapp) and management of New York Central Railroad (which owns property on which "city" would be built) have scrapped plans, also indefinitely.



in Kansas City

when eyes
are right
(and they usually are)



they're right on

KCMO-TV

We parade the facts: More quarter-hour firsts, according to Nielsen, June 1957, than the two other stations combined:

KCMO-TV	**255**
STATION B	**54**
STATION C	**104**

ANOTHER M MEREDITH STATION

KCMO-TV	**Kansas City**	**channel 5**
WHEN-TV	Syracuse	channel 8
KPHO-TV	Phoenix	channel 5
WOW-TV	Omaha	channel 6

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.
Represented nationally by Katz Agency
KCMO-TV . . . One of Meredith's Big 4 . . . All-Family Stations.

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

That Barrow Report—Network study report due today, expected to urge ban on option time, curb on network station ownership, divorcement of networks from station representation and talent. Barrow staff winds up two years' work with 1,200-page document covering all facets of tv network broadcasting. Page **31.**

ADVERTISERS & AGENCIES

A Big Tv Customer Is Worried—R. J. Reynolds' Executive Vice President Bowman Gray expresses misgivings about tv rising costs as well as other practices in television. He urges NARTB Region 2 broadcasters to take remedial action. Page **32.**

Oil Firm Readies A Tv Gusher—American Petroleum Institute sets sights for network dramatic specials on tv in 1959; is expected to invest some $3 million for production (MGM-TV) alone. Page **38A.**

It Moves The Goods—Self-service dealers vote overwhelmingly for tv as effective major ad medium, according to study commissioned by CBS-TV. Network previews new promotion film. Page **38D.**

Tint for Print Media—Newspapers, like tv, are interested in color, too, and review problems and prospects at Chicago "run-of-paper" color conference. Delegates also cast competitive glances at television. Page **36.**

STATIONS

CBS Buying Ch. 4 KWK-TV St. Louis—Application filed with FCC last week for approximately $4 million purchase. In addition, CBS turns over its ch. 11 permit in St. Louis to 220 Television Inc. in negotiation that satisfies all three protestants to earlier CBS grant. Page **48.**

GOVERNMENT

Buffalo, Pittsburgh Green Lights Flashed—Merger of WGR-AM-TV Buffalo, N. Y., and WROC-TV Rochester, N. Y., and NBC purchase of WJAS-AM-FM Pittsburgh, over strongly-worded dissent of Comr. Bartley, among station transfers approved by FCC. Page **74.**

SWITCH—FCC "unreserves" educational ch. 9 Eugene, Ore., making it available for commercial use; assigns ch. 2 to Portland and denies request to shift WRCV-TV's ch. 3 from Philadelphia to Atlantic City. Page **79.**

TRADE ASSNS.

Three Down, Five to Go—NARTB Region 2 meets last week at Asheville, N. C., as broadcasters get a briefing on current problems and planning. Page **60.**

Community Tv Operators Huddle—Toll tv is prominent in discussions at Los Angeles meeting which attracts 210 delegates. Page **80.**

A B•T INTERVIEW

MR. ABRAMS

The Thorny Problems of The Advertiser—George Abrams, head of the ANA's radio & tv service committee, gives an insight on some of them. In an exclusive tape-recorded interview with B•T he discusses commissions, barter, 52-week buys and other topics of basic importance to advertisers, agencies and broadcasters. Page **112.**

NETWORKS

SRA Hits NBC Radio Rates—Network will find itself "competing against itself," managing director Lawrence Webb charges. He accuses radio networks of "kicking option time all over the lot" but says they want other periods back as soon as stations and reps build them up. NBC counters that SRA is rehashing old complaints, claims affiliate approval is what counts. Page **54.**

Sour On Tv—Rep. Celler becomes critic in a caustic speech in New York that paints network programming with brush of "mediocrity" and "imitation." Pay tv, he says is "gas meter television" and no answer to a need for "adult fare." Page **78.**

OPINION

Careful! Color Tv Is Tricky—James Green, of North Adv., Chicago, offers some pointers on effective use of color television for advertisers. Page **117.**

EDUCATION

Spotlight On Education—NBC announces plans to throw station facilities for six-week period into public service project; Westinghouse reveals blueprint for unique educational series. Object: A lift to educators. Page **86.**

MANUFACTURING

Fm's Piggy-Back Service—First multiplex takes place last week at Old Point Comfort, Va., as new medium emerges from experimental stage. Page **88.**

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Dual Control in the Twin Cities

WDGY controls the #1 spot. Advertisers control consumer purchases with buys on:

WDGY

50,000 Watts

Minneapolis-St. Paul

WDGY's first place Hooper goes onward and upward. Now WDGY controls 31.9% of the daytime audience, 7 a.m.-6 p.m., Monday through Saturday. (August-September Hooper)

Latest Trendex agrees: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Pulse continues the unanimity: WDGY has 189 first place quarter hours against 128 for the next station.

And it's not just a listening habit of a generation which Storz Station programming has overturned. Time-buying habits have undergone a tremendous switch to WDGY. If you want to have everything under control in the Twin Cities, talk to Blair . . . or WDGY General Manager Jack Thayer.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Remote Control Edict Proves To Be Loaded With Limitations

NARTB faces turned from glee to gloom when details of remote control authorization for all am and fm stations were made public last week. So restrictive did NARTB officials find some details that on Friday NARTB President Harold E. Fellows issued statement expressing regret that FCC, notwithstanding liberalizing of remote control usage, "has added restrictions which will limit the effectiveness that the new procedures might have had."

NARTB engineering department will, Mr. Fellows said, compile data in order to convince FCC that "restrictive" provisions are unnecessary.

Although Mr. Fellows did not identify provisions, it's understood application form for remote control authority will require not only past performance data on directional antenna stability, but will also require once each day at transmitter point DA readings on each pattern common point current, base currents, phase monitor loop sample current or remote base currents and phase indications. This to some engineers negates whole victory.

Commission announced liberalization of remote control rules two weeks ago [B•T, Sept. 23]. Up to now, only am and fm stations using no more than 10 kw and omnidirectional antennas were permitted to operate transmitter from studio location. New rules permit all stations, without regard to power or antenna patterns to be remotely controlled.

NL&B Elects Three V.P.'s

Election of three vice presidents—Edward Hobler, account executive on Campbell Soup Co.; Granger F. Kenly, account supervisor on Lever Bros., and Daniel Welch, account supervisor on S. C. Johnson & Son—at Needham, Louis & Brorby, Chicago, announced Friday by Maurice H. Needham, agency president. Former associations: Mr. Hobler with Benton & Bowles; Mr. Kenly with Fiberboard Paper Products, and Mr. Welch with Foote, Cone & Belding and Meredith Publishing Co.

Marts Reported Leaving Mutual

Carroll Marts, vice president in charge of Mutual's midwest division, reportedly has resigned and is due to be replaced, effective this week, by Robert S. Jones, CBS radio account executive in New York. Mr. Marts has been with MBS since 1942; Mr. Jones joined CBS Radio in 1954 to open network sales office in San Francisco, transferred to New York in 1955. Mr. Marts' departure will leave Sidney P. Allen, sales vice president, as only remaining member of Mutual vice presidential roster as it stood when new ownership took over last month.

Shurick Leaves CBS to Succeed Weldon as Blair-Tv Executive V.P.

In surprise move, CBS-TV's station relations executive, Edward P. Shurick, has resigned from network to return to station representative field, taking over executive responsibilities at Blair-Tv formerly handled by William H. Weldon. Mr. Shurick, who was vice president and director of station relations at CBS-TV, becomes executive vice president at Blair-Tv, President John P. Blair is announcing today (Mon.).

Mr. Shurick has been key executive at CBS-TV in station relations since August 1954 when he was appointed national director. He was elected vice president only last February.

Mr. Weldon, who has resigned as president of Blair-Tv, had been on leave of absence for some time [B•T, Aug. 5], to supervise family radio and newspaper properties while his mother-in-law recuperated from severe illness. Mr. Weldon, however, has found it necessary to devote his full time to properties of his mother-in-law, Mrs. Lenore R. Goshorn, who operates KWOS Jefferson City, Mo., and *Jefferson City Capitol News* and *Post Tribune*. Network Friday had not selected executive to replace Mr. Shurick.

WNEW Buying Newark Fm

Plans for entry into fm by WNEW New York detailed Friday with reports it has purchased WHFI (FM) Newark, N. J., for about $100,000, subject to customary FCC approval. WHFI, in process of construction, is owned by Fidelity Broadcasting Corp., headed by Homer Akers, and is assigned ch. 274 (102.7 mc). WNEW plans to move station to New York and is negotiating for rights to operate from Empire State Bldg. mast used by other fm and also tv stations in New York. Target date for start of operations not set.

NETWORK REPORT DUE OCT. 3

Network study report (see page 31) will be issued Oct. 3, FCC announced Friday. Limited supply will be available to press and industry components, Commission said, as long as it lasts. Report was due today (Sept. 30), following 90-day extension of network study staff's tenure. Commission also established Office of Network Study in Broadcast Bureau, it announced Friday, and officially abolished network study staff. Name of chief of new Broadcast Bureau division not made available, but speculation centers on Ashbrook P. Bryant, senior FCC attorney on staff of network study.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

SALVO FOR SALT • Diamond Crystal Salt, St. Clair, Mich., planning radio spot campaign using adjacencies to farm programs in Midwest, starting shortly. Noble-Dury & Assoc., Nashville, Tenn., is agency.

QUICK SPOT DRIVE • American Motors Corp., Detroit, placing two-week spot announcement schedule, effective Oct. 21, in 55 scattered radio markets. Geyer Adv., N. Y., is agency.

SPENDS ON 'BRIDE & GROOM' • Lehn & Fink Products (Lysol), N. Y., purchased first quarter-hour segment of NBC-TV's *Bride and Groom* (Mon.-Fri. 2:30-3 p.m.) on alternate Thursdays starting Nov. 14. Advertiser signed 52-week contract earlier for alternate-Thursday quarter-hour segment of network's *Truth or Consequences*. Agency is McCann-Erickson, N. Y.

MORE GOOD NEWS • Kraft Foods Co., Chicago, has renewed *Kraft Five Star News* on Mutual, which has had it for three years, although two other radio networks with "beefed-up" news schedules reportedly made aggressive pitches for Kraft business. Renewal to end of year represents more than 200,000 gross for five 5-minute newscasts six days per week. Agency is Needham, Louis & Brorby, Chicago.

RISE FOR EARLY START • Carter Products, N. Y., for Rise shaving cream, planning 26-week tv spot announcement schedule to start Oct. 1 in about 60 markets. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

PACIFIC PLANS • Grove Labs (4-Way cold tablets, Fitch shampoo), St. Louis, Nov. 19 starts 11-week campaign on CBS Television Pacific Network, using participations on *Panorama Pacific* (Tues.-Fri., 7-9 a.m.) Agency: Cohen & Aleshire, St. Louis.

MRS. FILBERT'S IN FLORIDA • Mrs. Filbert's margarine, Baltimore, launching introductory campaign in Florida area today (Mon.), using spot announcements. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SPOTS FOR SOUP • Rancho Soup Co., Sunnyvale, Calif., is planning extensive spot tv campaign. Agency, Nelson-Baker Inc., S. F., has commissioned Sai Productions, Hollywood, to develop animated film spots for campaign.

at deadline

Fm's Hold on 88-108 Mc Band May Be Threatened, Anello Warns

Fm station licensees "face the fight of their lives" to hold 88-108 mc band against mobile and industrial services as result of Office of Defense Mobilization order taking 2000 kc out of 30-50 mc band [B•T, Sept. 23]. This was warning of Douglas A. Anello, NARTB chief attorney, to multiplex meeting Friday at Old Point Comfort, Va. (early story page 88).

Mr. Anello said ODM order affected 50,000 separate licensees who are now looking around for new space under 100 mc. He said geographical allocations of fm channels may come out of FCC's upcoming 25-890 mc hearing.

Delegates at Virginia meeting agreed two-day multiplexing session had cleared up much confusion. They felt annual or semi-annual forum on multiplexing was needed, but didn't see any point in forming another trade association.

Equipment manufacturers took first step toward adoption of uniform standards for technical characteristics of multiplex receiving and transmitting gear.

Celler Making Two More Stands In Fight Against Toll Television

Debate on pay-tv is scheduled tomorrow (Tues.) at evening meeting of Assn. of Advertising Men & Women, Hotel Biltmore, New York. Debaters: Rep. Emanuel Celler (D-N.Y.), pay-tv opponent, and James M. Landis, general attorney for Skiatron Inc.

A renewed blast at pay-tv was to be made yesterday (Sun.) by Rep. Celler on his new weekly series on WINS New York, *Congressman Celler Speaks His Mind.* Author of bill (HR 586) to outlaw pay-tv, Rep. Celler asked radio audience, "Are you willing to pay for that which you are now receiving free?" He warned public "experiment" is dangerous and could be like "throwing out the baby with the bathwater" since so-called quality programming promised in pay-tv would revert to same standard of public taste in free-tv today, but would no longer be free.

TPA Sells Six Overseas

Television Programs of America has sold six of its programs in Puerto Rico, Cuba, Australia and Belgium. They are: *Fury* in Australia (Sydney and Melbourne) to Amalgamated Tv Service and in Cuba to CMBF-TV; *Lone Ranger* in Cuba to CMBF-TV; *Lassie* in Belgium to Belgish National Instituut; *Susie* in Australia (Sydney and Melbourne) to Amalgamated Tv Service; *Halls of Ivy* in Australia (Melbourne) to General Tv Corp. and *Ramar of the Jungle* in Puerto Rico to WAPA-TV San Juan.

Five Successful Radio Clients To Speak at Annual RAB Clinic

Five significant radio success stories of 1957 will be presented at third annual National Radio Advertising Clinic of Radio Advertising Bureau to be held in New York Oct. 8-9, RAB President Kevin B. Sweeney announced Friday. Speakers will be R. E. Krings, director of advertising for Anheuser-Busch Inc., St. Louis; R. W. Testement, advertising manager of Grove Labs., St. Louis; Milton Wolff, advertising manager of No-Cal Corp. and Kirsch Beverages Inc., Brooklyn, N. Y.; Henry G. Riegner, assistant general advertising manager for Trans World Airlines, and John T. Landry, brand advertising manager for Philip Morris Inc.

Another RAB executive, C. L. (Lud) Richards, urged life insurance companies Friday to use radio as primary advertising medium. He told annual meeting of Life Insurance Advertisers Assn. in Philadelphia that dramatization of many of human interest case histories lying in company's file could produce creative radio commercials.

Guider Sells Two N. H. Properties; Marshall Buys Arcata, Calif., Am

Sale of John W. Guider's WMOU-AM-FM Berlin and WJWG Conway, both New Hampshire, to Richard P. and Virginia A. McKee, owners of KOWB Laramie, Wyo., for total of $165,000, announced Friday. Mr. Guider, former Washington radio attorney who built stations in 1946 and 1955 respectively, retains interest in WMTW (TV) Poland Springs, Me. (Mt. Washington), and in Fm Concert Network. WMOU is 250 w on 1230 kc and WJWG, 1 kw daytime on 1050 kc. KOWB is 250 w on 1340 kc. Sales handled by Allen Kander Co. Also KENL Arcata, Calif., purchased by Mel Marshall, Texas and California broadcaster and former part owner of KECC Pittsburg, Calif., from Vern Emmerson for total consideration of $100,000. KENL is 250 w on 1340 kc. Negotiations handled by Hamilton, Stubblefield, Twining and Assoc. Both sales subject to FCC approval.

Coldene's Biggest Broadcast Buy

Pharma-Craft Co. (cold remedies), Batavia, Ill., has purchased 15-minute segments of Arthur Godfrey programs on both CBS Radio and CBS-TV to run two days per week for 26 weeks, starting today (Mon.). One quarter of $500,000 purchase is for tv. According to Pharma-Craft President Frank F. Bell, company has biggest broadcast schedule ever developed for line of cold medicines and includes buys in *Steve Allen Show* (NBC-TV) and daytime network radio shows on CBS Radio, NBC Radio and Mutual. Agency is J. Walter Thompson Co., Chicago.

PEOPLE

E. J. OWENS, vice president of Kudner Adv., N. Y., resigns today (Mon.). Mr. Owens was associated with Kudner since its founding in 1935 and served recently as a vice president and account manager on Goodyear Tire & Rubber Co. and Fisher Body division of General Motors Corp. accounts. No future plans announced.

ERIC A. JENSEN, formerly with J. Walter Thompson Co., to Warwick & Legler, N. Y., as producer, director and business manager of tv department.

Daytimer Plea Should Be Denied, CCBS' Seavey Advises Sparkman

Implementation of Daytime Broadcasters Assn. request for longer and more uniform hours "would mark a sad day for the [radio] listening public," Hollis M. Seavey, director of Clear Channel Broadcasting Service, wrote Sen. John Sparkman (D-Ala.) Friday. In writing Sen. Sparkman, chairman of Senate Small Business Committee, Mr. Seavey made "some observations" on committee's report on daytime broadcasting [B•T, Sept. 16].

"The arguments put forth by the daytime broadcasters and restated in the report are superficially appealing," Mr. Seavey said. "But what is the value of a proposal when every study made by FCC and industry engineers proves conclusively that it is completely unsound and contrary to the public interest?"

Mr. Seavey also stated that any change in clear channel stations would "indeed be a disservice to our citizens," and to suggest FCC's allocations rules "have been developed to protect the more dominant elements of the industry is to ignore completely the sound engineering principles on which the rules are based. Denial of daytimers' petition "is sound," he said. "The Commission should take this action promptly." Letter also was sent to all members of Senate committee.

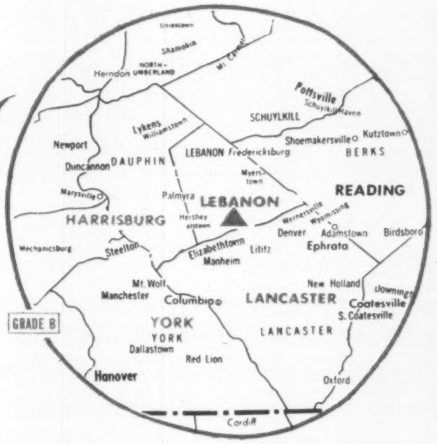
LABOR'S EAR ON MIAMI

WCFL Chicago, owned and operated by the local Federation of Labor, plans to air complete coverage of the teamsters' convention in Miami Beach, Fla., starting today (Mon.). "Widespread interest" in teamster proceedings was the reason cited by Martin Hogan, WCFL general manager, for sending a complete engineering and announcing staff to the parley. William A. Lee, president of the Chicago Federation of Labor, vice president of the International Brotherhood of Teamsters and heretofore mentioned as a possible successor to James Hoffa, expressed gratification (as WCFL president) at providing "this unusual service to radio listeners in the Midwest." He promised "complete and accurate reports . . . [that] will help the public become more fully informed of what actually happens."

Last night so young I wuss ...dis morning I am so old

Smart timebuyers are discovering an amazing new fact . . . by switching to WLBR-TV, they cover LEBANON, LANCASTER, HARRISBURG and YORK at ONE-SIXTH what they've been paying for years. In an area 73.2% UHF-converted—with 278,044 UHF-equipped homes—WLBR-TV, Lebanon-Lancaster, is your BEST buy! Blair-TV Associates has the amazing, dollar-saving facts!

Source: Television Magazine, September 1957


Uniontown
Shamokin
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NORTH-UMBERLAND
Mt. Carmel
Pottsville
Schuylkill Haven
SCHUYLKILL
Lykens
Williamstown
Newport
Duncannon
DAUPHIN
LEBANON
Fredericksburg
Shoemakersville
Kutztown
BERKS
Myerstown
Marysville
Palmyra
LEBANON
READING
HARRISBURG
Hershey
Wernersville
Wyomissing
Denver
Adamstown
Birdsboro
Mechanicsburg
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Elizabethtown
Lititz
Ephrata
Manheim
Mt. Wolf
Manchester
Columbia
New Holland
Downingtown
LANCASTER
Coatesville
S. Coatesville
GRADE B
YORK
YORK
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Dallastown
Red Lion
Hanover
Oxford
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LEBANON-LANCASTER-HARRISBURG-YORK ...
AMERICA'S NUMBER 1 UHF MARKET

A TRIANGLE STATION

WLBR-TV

LEBANON—LANCASTER, PA.

Channel 15

INDEPENDENT • WORLD'S BEST MOVIES

Blair Television Associates, Inc.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
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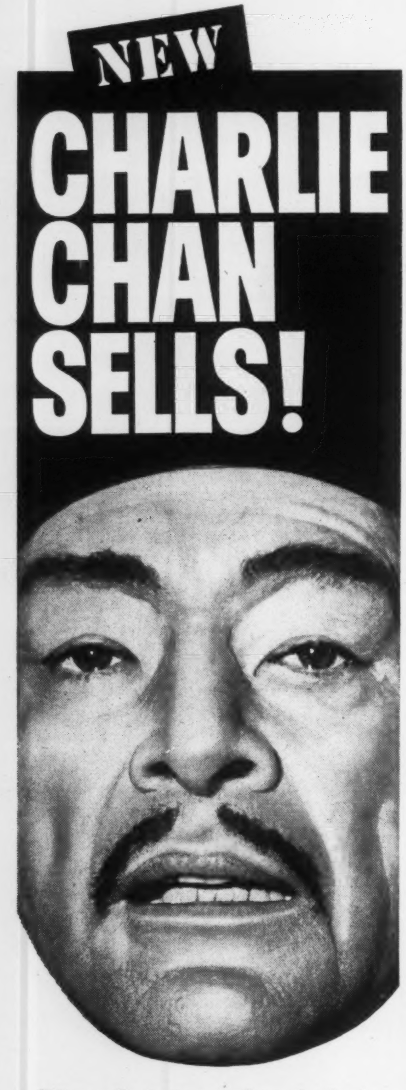
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



NEW
CHARLIE CHAN SELLS!

78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

MAVERICK

Last week (Sunday, Sept. 22), ABC-TV and Warner Bros. unleashed a new edition of their "adult western" output when *Maverick* made its bid for the 7:30-8:30 p.m. time slot. As the title may suggest, the main character is a drifter who in the premiere episode comes into a troubled mining town and vows to set it straight.

Bret Maverick, played by James Garner, gets along without horses or guns—two western ingredients missed only by their absence.

Maverick's recipe for achieving justice in the town includes a smattering of philosophy, psychology, rhetoric and political maneuvering. The hour, however, was not wanting for barrooms, poker games, mob scenes and an alcoholic has-been judge.

Maverick helps the town by wiping clean some dirty politics and poor labor conditions, a welcome change from the usual western hero's form of good-doing—that is, obliterating a bunch of badmen in a climactic gunfight.

While he doesn't claim to be the "fastest gun in the West" and probably is this season's only tv cowboy who hasn't thrown his Stetson in the ring, Maverick still does all things well, be it poker playing or courtroom defense.

Although slow in getting started and generously studded with well-worn western witticisms, Maverick should hold its own in this season's family of "finer" westerns.

Production costs: Approximately $80,500.
Sponsored by Kaiser Industries Corp. and Kaiser Aluminum & Chemical Corp. through Young & Rubicam on ABC-TV Sundays, 7:30-8:30 p.m.
Produced by Warner Bros.; Executive producer: William T. Orr; producer: Roy Huggins; director: Budd Boetticher; writer: (premiere) James O'Hanlon, from The War of the Copper Kings, *by C. B. Glassock*
Music: David Buttolph
Star: James Garner

PERRY MASON

For people who are loyal to counselor-at-law Perry Mason—and judging from the enormous book sales over the years, there must be a lot of them—this new CBS-TV hour-long series should come as a welcome respite after hours of viewing "adult" westerns. Regrettably, the other Perry—Como by name, whose NBC-TV show overlaps the last half-hour of *Mason*—has considerably greater appeal, and apparently it is a fact Mr. Como has sold a lot more records than Erle Stanley Gardner has sold books.

The new *Perry Mason* program appears to be a sizable notch above the standard cops-and-robbers tv staple. Mr. Gardner certainly can't be charged with creating implausible, sloppy situations; but while the author's concern with legal accuracy and clearly defined situations may have its place between covers, in an hour's time of tv viewing this concern often is obscured by the rapidity with which things happen.

Take, for instance, the initial show, "The Case of the Restless Redhead." For the first 30 minutes or so things build up to a normal climax, but once attorney Mason took his case to court, we were deprived of the chance to flip back a few pages or chapters to see why Perry Mason pulled the trick he did. The opening case was particularly tricky since it concerned not only outright murder, but a girl with a criminal past, blackmail, twin revolvers and a milquetoast motel keeper. Even an hour wasn't enough for this "case."

As Perry Mason, Raymond Burr turned in a solid, acceptable and believable performance. Unfortunately for his colleagues, it was too good. He outshone them all.

Production Costs: approximately $80,000
Sponsored by Purex Corp., Southgate, Calif., through Edward Weiss Adv., Chicago, and Libby-Owens-Ford through Fuller & Smith & Ross, CBS-TV, Saturday, 7:30-8:30 p.m.
Produced in Hollywood for CBS-TV by Paisano Productions; CBS-TV executive producer: Robert Sparks; Paisano executive producer: Gail Patrick Jackson; series producer: Ben Brady; director: William Russell.

TEXACO COMMAND PERFORMANCE

NBC-TV's *Texaco Command Performance* honoring actor-comedian Ed Wynn on Sept. 19 was distinguished by an appealing blend of the sentimental and the sublime, without lapsing into nausea.

The first of a projected series of salutes to great all-time performers, this Henry Jaffe production was noticeably less a recital of Mr. Wynn's own personal achievements at 70 than an identification with show business highlights during his 55-year career. Fortunately for viewers, it steered clear of basic biography and maudlinism.

All this was achieved within the format of production numbers from top Broadway shows of the past featuring leading performers of the present and believable, engaging conversation between the comedian-turned-actor and his son Keenan and with other talent—all woven together in an hour-long variety program.

The introduction served notice of the type of production it would be—performers going through pre-curtain paces, the cameras panning the audience in a kind of first-nighter, anticipatory sweep and the unveiling of Mr. Wynn himself as the guest of honor amid an opening production number, "Be a Clown." Said Mr. Wynn, recalling his Texaco radio series 25 years ago: "The program's gonna be different tonight, Graham" (with reference to the late Graham McNamee).

And it was. With the help of Alfred Drake, Oscar Hammerstein, and others, "The Perfect Fool" recalled, in production flashbacks, the Ziegfeld Follies, the Schubert Gayeties and other stage successes in which he performed.

Nostalgic exchanges between Mr. Wynn

it takes all kinds *and NBC RADIO reaches all kinds*

Some folks like music; others like drama. People have different tastes in clothing, in food, in *listening*, too. To sell them all, you must reach them through the programs they respond to.

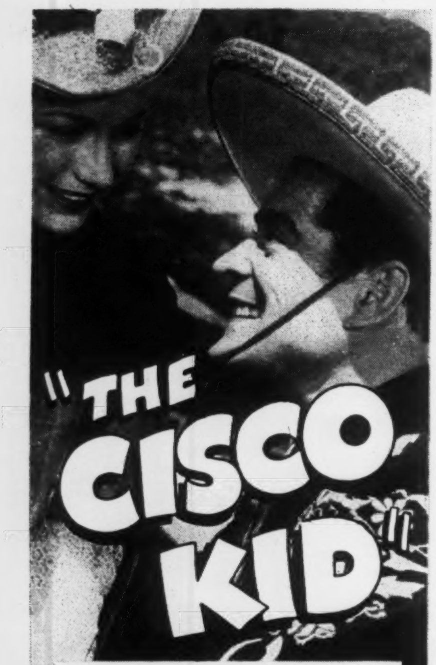
NBC Radio's varied programming offers you every kind of listener.

- * *The lady of the house who enjoys soap operas can find them on NBC Radio dramas like MY TRUE STORY and ONE MAN'S FAMILY.*
- * *The housewife who eases her daily chores with live pop music tunes in NBC Radio's BANDSTAND.*
- * *The men and women who follow world events keep posted with NBC Radio's NEWS ON THE HOUR... and the more thoughtful listen to LIFE AND THE WORLD and other analytical programs.*
- * *Weekenders, relaxing at home and at the wheel, enjoy variety on MONITOR.*

NBC Radio's varied programming makes sure your commercials are heard more times by more *different* people. For a saturation buy that covers every segment of your market, nothing matches the effectiveness and economy of NBC Radio, where *more people* hear your sales messages more times.

People *are* different. But with all their differences they can still have one thing in common—*your product*... when you use

NBC RADIO



"DRAMATIC SALES RESULTS" FOR ST. LOUIS MARKETS!

SCHNUCK'S SUPERMARKETS of St. Louis reports through Kilroy Advertising, Inc.:

"We are pleased with the dramatic sales results that can be traced directly to 'The Cisco Kid.' It has made every phase of Schnuck's business bigger . . . it has increased traffic, sales and profits and enhanced our prestige in the community. 'Cisco' has always given top ratings, and top returns on our advertising dollar. We are pleased to sponsor and renew this fine show."

Ask to see more success stories of

THE WORLD'S GREATEST SALESMAN!

"THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York
Chicago
Cincinnati
Hollywood

and Billie Burke (widow of the late Flo Ziegfield), Jack Palance, Ralph Bellamy and son Keenan spiced the revue but never dominated it.

Actor Bellamy expressed the debt of Actors' Equity to Mr. Wynn, who helped found it (recalling the opposition of George M. Cohan to such a union and his threat to quit acting and run an elevator, which prompted this Wynn classic: "He apparently forgets he'll have to join a union to run an elevator"). The NBC-TV tribute, however, glossed over Mr. Wynn's serious dramatic accomplishments ("Requiem for a Heavyweight" with Jack Palance and "The Great American Hoax" on tv, "The Great Man" in motion pictures).

What Mr. Wynn didn't say, and what he believes, is that "nothing is so essential as entertainment, and comedy is the quintessence of entertainment."

Production costs: $175,000.

Sponsored by the Texas Co., through Cunningham & Walsh, as a colorcast on NBC-TV, Thursday, Sept. 19, 10-11 p.m. EDT, originating in New York and Hollywood; a Henry Jaffe Enterprises production.

Producer: Ezra Stone, in cooperation with American Theatre Wing; associate producer: Shelly Hull; director: Charles Dubin; musical director: Lehman Engle; vocal arranger: Buster Davis; choreographer: Rod Alexander; designer: Trew Hocker; costume designer: Jerry Boxhorn; writers: Charles Gaynor, Robert Downing; announcer: Mel Brandt.

THE BIG RECORD

CBS-TV is spinning *The Big Record* these Wednesday evenings and the live color series may become a welcome waterhole in the midst of westerns and situation comedies.

Patti Page, the singing hostess with nine gold records (denoting sale of a million or more discs for nine hits), is a treat by herself. But she's surrounding herself with a continuous flow of musical talent to further assure the show's melodic success. Only question is whether such an overabundance of talent might not water down the impact of the individual vocalist.

On the opening show she had Tony Bennett, David Wayne, Ella Logan, Hoagy Carmichael, Jane Morgan, Billy Ward and His Dominoes, Mitch Miller and Japanese recording star Michiko Hamamura. Even special guest Eddie Cantor offered some of his past song hits.

With an hour full of tunes such as *The Big Record*, tv could be borrowing some of the "companion" aspects of radio.

Production costs: $75,000.

Sponsored by Kellogg Co. and Pillsbury Mills through Leo Burnett; Oldsmobile Div. of General Motors through D. P. Brother, and Armour through Foote, Cone & Belding on CBS-TV Wed., 8-9 p.m.

Executive producer: Lester Gottlieb; producer: Lee Cooley; director: Jerome Shaw; associate producer: Ervin Drake; writers: Larry Markes, Bill Jacobsen; musical director: Victor Shoen.

THIN MAN

A flimsy story, limited comedy and sketchy characterization marred the premiere episode, "The Dollar Doodle," of the new *Thin Man* series on NBC-TV. Compared to the *Thin Man* creation of motion pictures, this tv series is a distinct failure. Although competent, co-stars Peter Lawford and Phyllis Kirk are a far cry from the Nick and Nora Charles made famous by William Powell and Myrna Loy.

In time, Mr. Lawford and Miss Kirk may establish the series in its own right. Certainly they have the capacity. But any similarity to the movies' Nick and Nora is coincidental and comparisons ought to cease here and now for the rest of the season. A hangover from the original casting is Asta, the Charles' precocious canine. In the first episode, the so-called "mystery" fell far below the routine *Dragnet* or *The Lineup* of tv fame. Producer MGM needs a rewrite man to put some meat into its *Thin Man*.

Production costs: Approximately $42,000

Sponsored by Colgate-Palmolive Co. (Ted Bates & Co.) on NBC-TV, Friday, 9:30-10 p. m. Started Sept. 20

Produced by MGM-TV; executive producer: Samuel Marx; producer: Edmund Beloin; director: Bernard Girard; story and teleplay: Phil Davis, Charles Hoffman

BOOKS

PATTERNS: A collection of Four Plays by Rod Serling; 246 pp., Simon & Schuster Inc., N. Y.: $3.95.

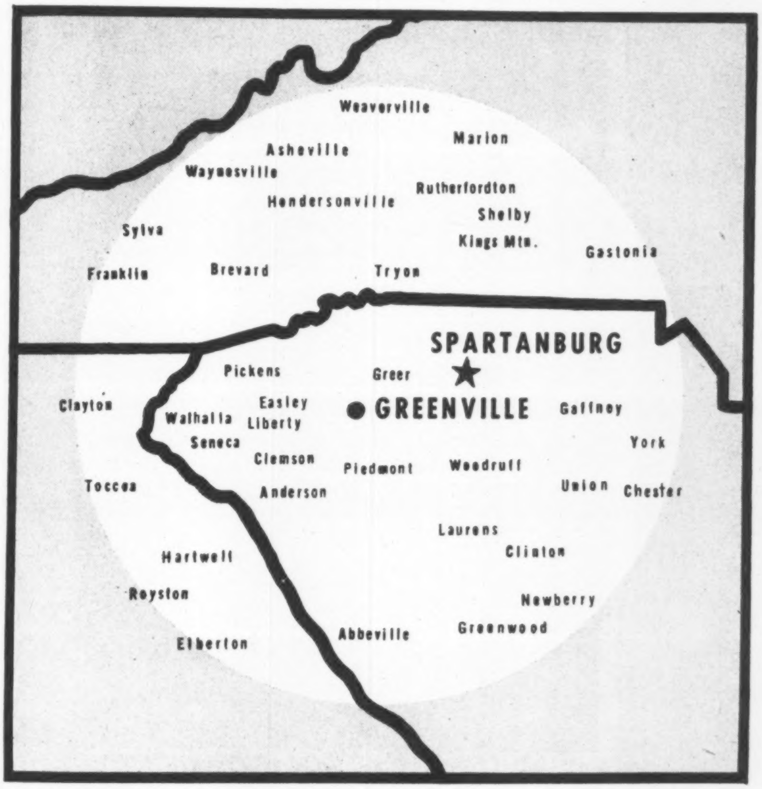
Television has been good to 32-year-old playwright Rod Serling, and he is the first to admit it. Yet, this fantastic success over the short span of two years has not overawed him to the point where he has lost his critical faculties, and this, perhaps, is the best of Serling. In a rather lengthy but pungent foreword ("About Writing for Television") Mr. Serling notes that "tv is a potpourri of good things and bad, a medium of promise and intelligence and at the same time, an electronic oatburner in the always-always land of the cliche."

He likes the luxury that tv has given him, bathes happily in good publicity ("bad reviews jar me down to the instep"), feels that while he doesn't always agree with tv critics, they serve their purpose ("he's there to needle and prod the industry into quality . . . he's there as a reminder that nothing can be slipped by"). He saves his sharpest barbs for the industry as a whole—for not recognizing the writer. "When a show is publicized," Mr. Serling maintains, "it is always the star, sometimes the story and almost never the writer."

As to the plays themselves, there are "Patterns," "The Rack," "Requiem for a Heavyweight" and "Old MacDonald Had a Curve." While it's meritorious to include an early-early Serling in this collection, it is somewhat hard to believe why this particular script was picked. It would have been more worthwhile, say, to include Mr. Serling's very own favorite, "The Strike" and let Old MacDonald pitch elsewhere. . . .

CHANNEL 7's "BOOMING" SUPERMARKET

1,788,361* PEOPLE
WITHIN THE **WSPA-TV**
75 MI. COVERAGE AREA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Brevard
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*COUNTED POPULATION—A. D. RING AND ASSOC.—1950 CENSUS

WSPA-TV

has more, people within the 75 mile area than—

HOUSTON
1,226,924* PEOPLE
WITHIN 75 MILE AREA

OR

BIRMINGHAM
1,427,783* PEOPLE
WITHIN 75 MILE AREA

OR

MIAMI
699,103* PEOPLE
WITHIN 75 MILE AREA

Channel 7's Coverage Extends Beyond the 75 Mile Area

National Representatives Geo. P. Hollingbery

CBS

WSPA-TV 7

SPARTANBURG, S. C.

THE ONLY CBS, VHF STATION
SERVING THE SPARTANBURG-GREENVILLE SUPERMARKET

BACKUS:

bright, brash, bouncy

The **Jim Backus Show** goes **live** on American Radio, weekdays, 2-3 pm, starting Monday, October 7

Jim Backus gives a fun-in-the-afternoon mood to American's all-new, all-**live** musical line-up.

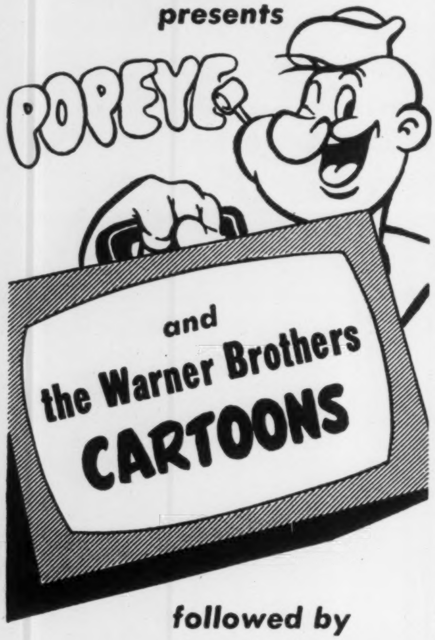
Backus, a well-known man-of-many-voices (Mr. Magoo, Hubert Updyke III, to name a couple), adds to his already bright entertainment career a new, **live** network hour of currently popular music and spontaneous humor. The Jim Backus Show features songstress Betty Johnson **(live)**, whose I Dreamed has sold close to a million copies, baritone Jack Haskell **(live)**, The Honeydreamers **(live)**, Elliot Lawrence's orchestra **(live)** and top announcer Del Sharbutt **(live)**.

This is the kind of radio—strong on music, long on fun—that today's young, on-the-go housewife wants. This is **live** American Radio.

the live one is

AMERICAN
BROADCASTING
NETWORK

NOW IN
ROANOKE
and Western Virginia
WDBJ-tv
presents



followed by

the EARLY SHOW
Famous Feature Movies

Monday through Friday
4:00 to 6.05 P. M.

Your Peters, Griffin, Woodward "Colonel" can give you the full story concerning participations. Call him now!

WDBJ-tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by
the *Times-World Corp.*

Word Gets Around

EDITOR:

The reaction to your article on Ideal's purchase of the Shirley Temple films was quite widespread [B•T, Aug. 19]. From the many thousands in the broadcasting field who read it, we received a lot of comment, pro and con.

From the clippings we received, the story was picked up by a number of tv editors in the consumer press, who reported a good share of it word for word. Among these were Norman Shaven, tv editor of the *Atlanta Journal*, Mary Wood of the *Cincinnati Post* and Joe Mills of the *Columbus State Journal*.

We found the story to be carefully written and researched. You can be very proud of your staff and your extensive circulation among important people.

Melvin Helitzer
Director of Advertising & Public Relations
Ideal Toy Corp., New York

Subliminal Perception

EDITOR:

Concerning the new invisible tv commercials, here's a temporary remedy, at least until we can find out more about it . . .

The secret's in the wink
Of your eye-lash.
Just put your blink
In sync with every flash.

Ezra R. (Bud) Baker
Bronxville, N. Y.

Select Story

EDITOR:

Congratulations on a very complete, impartial and factual story in your Sept. 16th issue covering the report of the Senate Select Committee on Small Business relating to Daytime Radio Stations.

Ray Livesay, WLBH Mattoon, Ill.
(Board chairman, Daytime Broadcasters Assn.)

ASCAP vs. BMI

EDITOR:

In reading your editorial, "ASCAP's War on BMI" [B•T, Sept. 9], I gained no impression of prejudice and deemed it a fair commentary on the situation. However, after reading several letters in a later issue commenting on the editorial, I was impressed by the confusion existing in the minds of some of your readers. This no doubt stems from lack of knowledge of background preceding the formation of ASCAP, and the broadcasters' battle with ASCAP during 1940-41. I do not recall any implication that principles underlying protection of performing rights are wrong, nor that BMI charges are exorbitant.

As for the latter inference, BMI is well worth more than its cost in protecting the industry from the monopolistic practices of ASCAP. There are also a number of justifiable reasons why the ratio of BMI charges exceeds those of ASCAP.

As for performing rights, it is inconceivable that the huge music industry could sustain its present structure without some legal method of extracting payment for performances. Royalties from the sale of sheet music could not possibly furnish the incentive to create and maintain the steady stream of new popular tunes which are so essential for broadcasting today. Few of them would be published as such sales hardly justify the expense.

We may quarrel with ASCAP policies, and we may battle against monopoly, but if rights to license public performances for profit were abolished, some vital links in the chain supporting broadcasting would be severely weakened or destroyed. Composers, authors and publishers could hardly survive, and the record industry would face disaster.

Julian Skinnell
Assistant Manager
WLAN Lancaster, Pa.

She Was Miss KGHF First

EDITOR:

Here is the picture of a winner. KGHF brought Miss Colorado to the state fair this year at Pueblo as her sponsor. And as it turns out she now is "Miss America." She spent the day with us; we had radio interviews with her, film for KKTV (TV) (our affiliate). She rode in the convertible you see pictured in the morning parade through the city. We even named her honorary "Miss KGHF" for the day (Aug. 23).

In the picture (l to r): Nola Ruspini (Miss Pueblo and runner-up to Miss Colorado in state contest), myself, Marilyn Van Derber and KGHF newsman Tom Farley.

William G. Stewart
General Manager
KGHF Pueblo, Colo.

MISS PUEBLO
MISS COLORADO
Marilyn Van Derber
SPONSORED BY
KGHF & PUEBLO JAYCEES

KDKA 2 TV
W B C

Left to Right: John G. Stilli, Sales Mgr.; Russell W. McCorkle, Auditor; Raymond W. Rodgers, Chief Engineer; Peter Thornton, Publicity Dir.; Harold Lund, V. P., Pittsburgh; Jerome R. (Tad) Reeves, Gen'l Mgr.; David N. Lewis, Promotion Dir.; Calvin Jones, Program Mgr.

8 Who Sell Detergents, Milk, Brotherhood

"Our Symphony, with a deficit of $325,000, may have to close. How can we sell the public on the need for immediate help?"

"This detergent is new to your market. What's the best way to introduce it and get dealers to stock it right away?"

"We have a limited budget. We want to reach housewives . . . and show results in a week."

"How can we effectively sell beer? Milk? Toys? Swimming Pools? Hospitalization? Mattresses? Brotherhood?"

These 8 men—along with their experienced staffs—face problems like these every day. Their knowledge and understanding of America's 8th market with its 1¼ million TV homes, and their 100 years of broadcasting experience, all help in solving such problems.

They have an occasional strike-out—but the batting average is pretty high. You can see the results in ratings, in sales success stories—in the high regard the community has for Channel 2—the Pittsburgh Area's No. 1 Station.

What's *your* problem?

CHANNEL 2 IS NO. 1 IN PITTSBURGH

KDKA 2 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ+WBZA • PITTSBURGH, KDKA • CLEVELAND, KYW • FORT WAYNE, WOWO
CHICAGO, WIND • PORTLAND, KEX . . . TELEVISION—BOSTON, WBZ-TV • BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV • CLEVELAND, KYW-TV • SAN FRANCISCO, KPIX

WIND REPRESENTED BY AM RADIO SALES • WJZ-TV REPRESENTED BY BLAIR-TV • KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

114% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows

MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

LANSING

Represented
Nationally by
Venard, Rintoul
& McConnell, Inc.

WILS
music news sports

OUR RESPECTS

to George Milton Factor

IT would be neither redundant nor an idle play on words to suggest that Factor has been a factor in the growth of Helene Curtis cosmetic products. In fact, ever since George M. Factor joined the organization as a trouble-shooter in 1945, sales progress has been an annual achievement.

For the past half-dozen years, Mr. Factor has been vice president and director of Helene Curtis Industries Inc. and general manager of its toiletries division. He supervises the allocation of an estimated annual $12 million advertising budget, about 60-70% in network tv. He predicts sales of over $50 million in 1957 for a variety of products (including Lentheric, King's Men and Stopette).

An articulate but unassuming executive with solid convictions about merchandising, advertising and promotion, Mr. Factor is credited with establishing new concepts at Helene Curtis and making it tv-minded and network-conscious. This fall, utilizing its customary multi-product approach, Curtis will alternate sponsorship of three properties: *Oh, Susanna; Dick and the Duchess,* and *What's My Line* and buy spot tv where it's indicated. (Curtis last year spent approximately $250,000 in tv.)

A native Chicagoan (born June 24, 1913), George Milton Factor disclaims any early ambitions. He attended Harrison High School and was graduated in 1936 from the U. of Chicago, where he majored in business administration, afterward joining the Brunswick-Balke-Collender Co. (bowling, billiard equipment). He was active in field branch operations until he left in 1945 to become associated with Willard S. Gidwitz, now Curtis president, after serving at B-B-C as assistant to the vice president.

Already established as a leading manufacturer of hair aids for the nation's beauty parlors, Curtis decided in 1948 to sell directly to consumers, starting with a modest consumer media budget of $100,000.

Curtis, under Mr. Factor's guiding hand, ventured into network tv with Bergen Evans' *Down You Go* on DuMont Tv Network. "We were aware of tv's terrific and radio's lessening impact at that time," Mr. Factor recalls, "and took advantage of the ascendancy wave of viewers over listeners. We feel differently about radio now, because it has re-identified itself and tv's viewer curve has leveled off." Curtis now is reappraising radio.

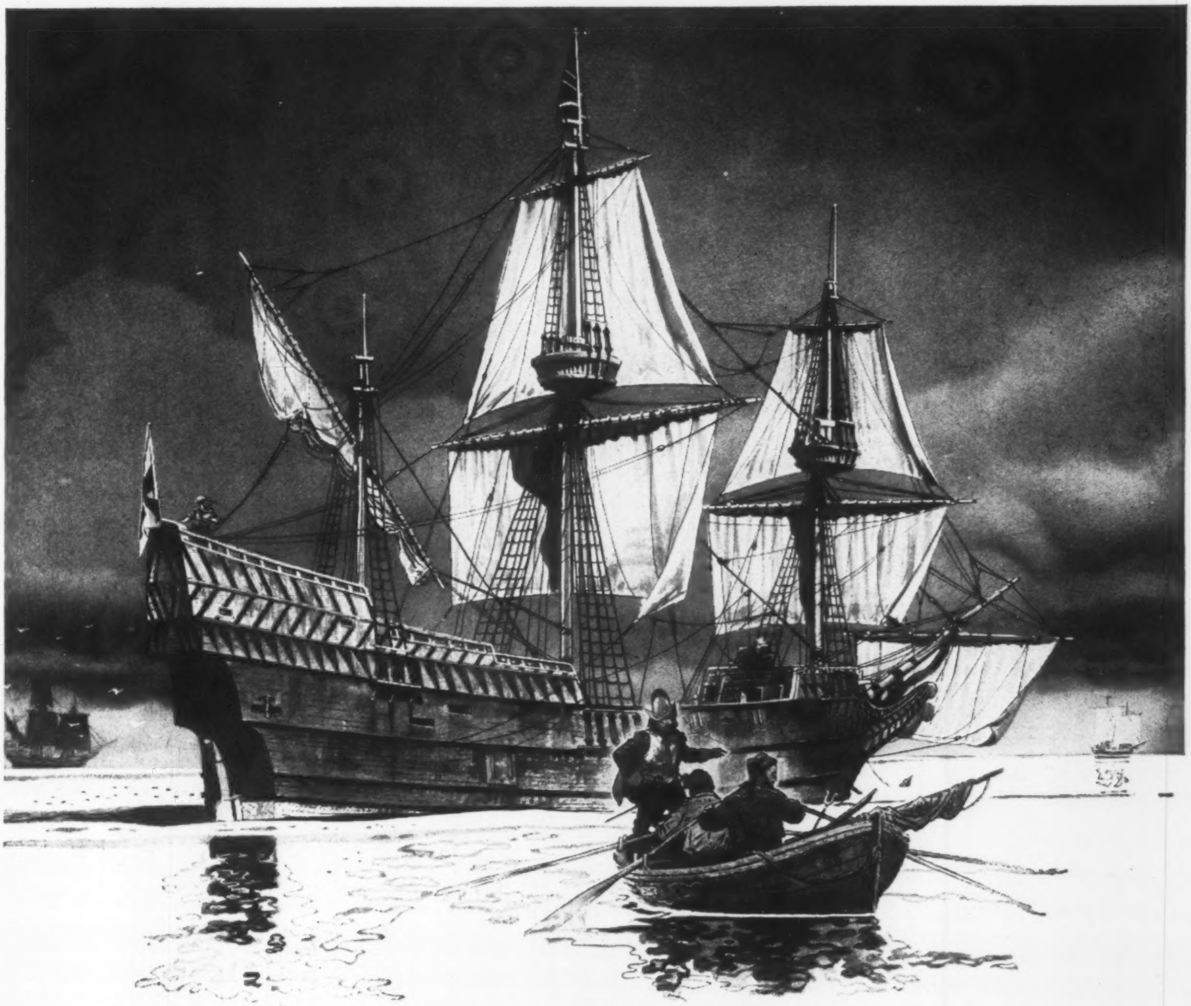
UNDER Mr. Factor's supervision (advertising, sales, merchandising and product managers report to him), Curtis buys network tv properties for interchangeable product promotions.

Mr. Factor believes in marketing and motivation research, with emphasis on creativity. Curtis regularly sends supervisory-management personnel into the field to get store owner and consumer reactions, then discusses findings with brand managers and its agency representatives. A good example is the technique of visiting retail druggists and soliciting their ideas for tv commercials and newspaper ads. As a result, commercials sometimes have been integrated right into the script of *Washington Square* (showing a drug store), which Curtis sponsored last season, and other shows, avoiding the abrupt, hard-sell pitch.

One Curtis commercial (for Enden shampoo) caught the attention of the Federal Trade Commission's radio-tv monitoring department some weeks ago with a resultant claim of misrepresentation. FTC charged some portions of a commercial misrepresented permanency of Enden's action on dandruff, but Mr. Factor insists Enden advertising "is an honest reflection of what our research has disclosed; statements were made accordingly."

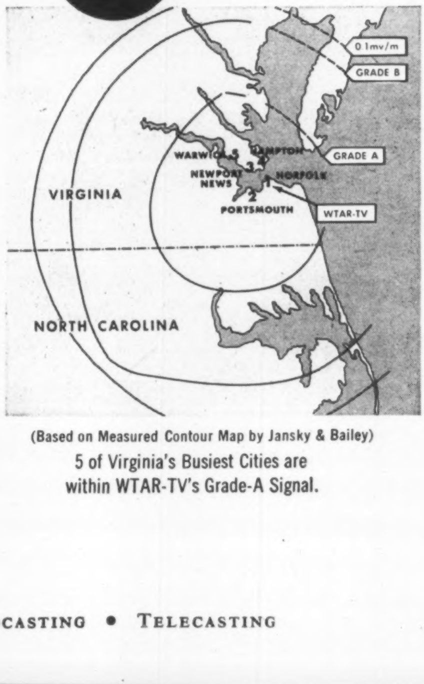
Curtis' continual research and introduction of new products, plus expanding use of tv, makes for a constant reappraisal of its agency alignment. Last July it dropped $4.5 million in billings from the Earle Ludgin & Co. shop and last month named a new setup, with $12 million in billings now about equally divided among McCann-Erickson (a new agency), assigned Spray Net (from Ludgin) and Shampoo Plus Egg (from Gordon Best Co.); Edward H. Weiss & Co., Lanolin Discovery, King's Men products, Enden and Stopette deodorent (from Ludgin); Gordon Best, Suave dressing for men and women, the complete Lentheric line (including Tweed fragrance from Weiss and Lentheric fragrance from Ludgin) and a new dandruff treatment hair tonic. (Helene Curtis recently acquired Lentheric, King's Men and the Stopette lines as part of its expansion that now includes licensing of its products in 30 foreign countries.)

Mr. Factor plays a "social game" of golf, bridge and tennis and is active with his children (Patricia 14, Tom 11, Linda 7) in family affairs as well as community undertakings (Red Cross, Community and Heart fund drives). He belongs to the North Shore Congregation Israel and lives with his family (his wife is the former Ruth Sider) in suburban Glencoe.



Like the Susan Constant...

YEARS AHEAD!


0 1mv/m
GRADE B
GRADE A
WARWICK
HAMPTON
NEWPORT NEWS
NORFOLK
PORTSMOUTH
WTAR-TV
VIRGINIA
NORTH CAROLINA

(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

When the Mayflower reached Plymouth in 1620, the Susan Constant had arrived and planted a colony at Jamestown 13 years before.

Like the Susan Constant, WTAR-TV was first . . . in Tidewater Virginia. Nearly eight years ahead, as the area's dominant VHF station . . . and that's a lot of television history.

Valuable equipment in any station is *experience.* And that is an important plus value advertisers get on WTAR-TV, the foremost communications medium in Virginia's greatest, and America's 27th, metropolitan market!

WTAR–TV

CHANNEL 3, NORFOLK, VIRGINIA

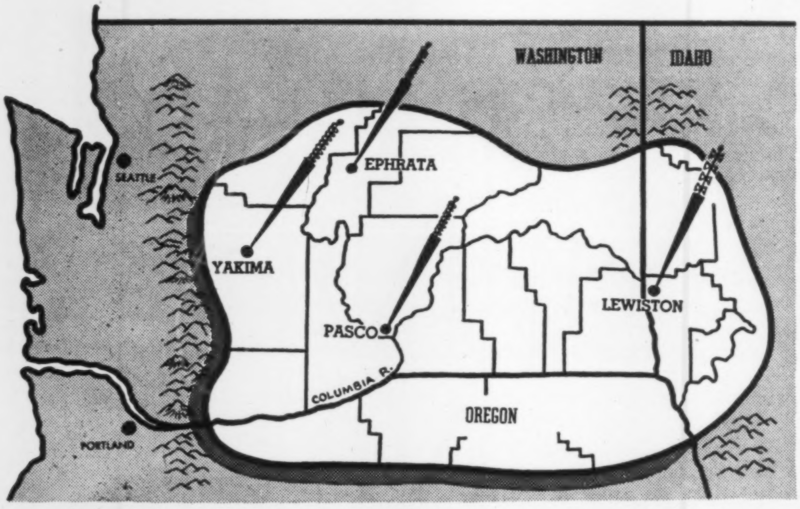
Business Office and Studio—720 Boush Street, Norfolk, Va.
Telephone: Madison 5-6711
REPRESENTATIVE: Edward Petry & Company, Inc.

Seems We Can't Teach an Old Dog New Tricks Eh, Smidley?

1
KIMA-TV
Yakima
J

2
KEPR-TV
Pasco
3
KLEW-TV
Lewiston
4
KBAS-TV
Ephrata

You've done it again—failed to include Cascade! Great Scott, Smidley, this Cascade market is important. The biggest TV buy in the West. Think of it, man, more than a half million people served by a single, four-station network. A huge three-state, agricultural-industrial, billion dollar market, and it's ours, all ours, with one buy on Cascade! Yes, and one of the top 75 markets in the entire nation. There, there, Smidley, old man, just don't let it happen again.



CASCADE
BROADCASTING COMPANY

abc CBS NBC

NATIONAL REP.: WEED TELEVISION • PACIFIC NORTHWEST: MOORE & ASSOCIATES

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TELECASTING

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*Reg. U. S. Patent Office

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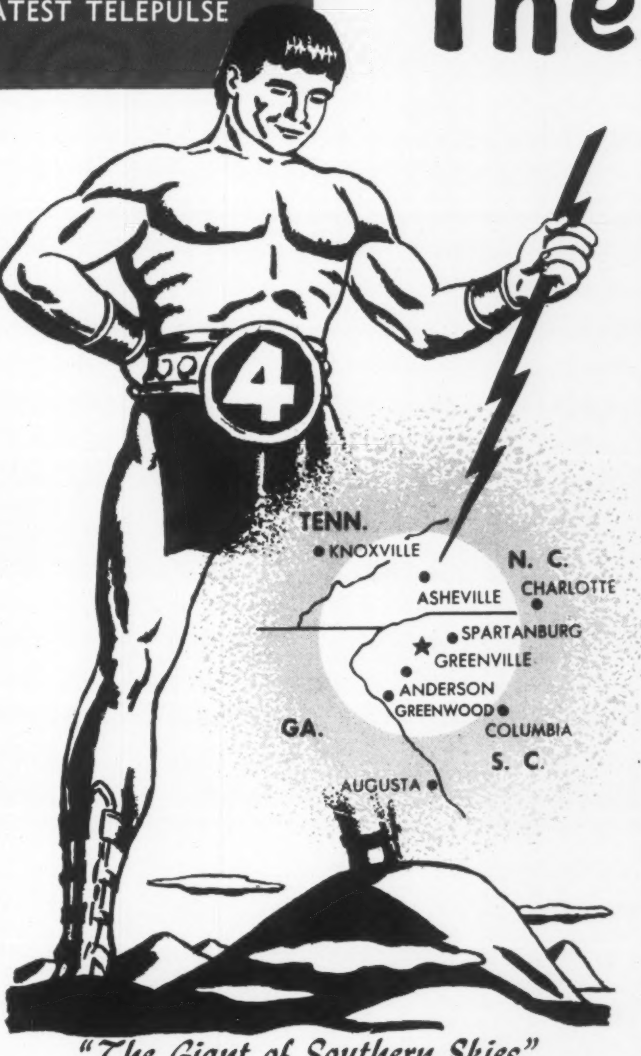
LATEST ARB, AND
LATEST TELEPULSE

"The Giant"


4
TENN.
KNOXVILLE
N. C.
ASHEVILLE
CHARLOTTE
SPARTANBURG
GREENVILLE
ANDERSON
GREENWOOD
GA.
COLUMBIA
S. C.
AUGUSTA

"The Giant of Southern Skies"
MAXIMUM POWER ON CHANNEL 4

AGAIN DWARFS ITS RIVALS

The July 1957 A.R.B. Report for Greenville - Spartanburg - Anderson shows WFBC-TV's complete dominance in this rich textile-industrial market.

The latest TELEPULSE REPORT (June 23-30, 1957) shows the same complete dominance in the five largest counties—Greenville, Spartanburg, Anderson, and Greenwood, S. C., and Buncombe (Asheville) N. C.—in our 58-county market. WFBC-TV led in 14 of the Top 15 Once A Week Shows; and had all 10 of the Top Ten Multi-Weekly Shows!

Ask us or WEED to show you the latest A.R.B. and the latest TELEPULSE.

Here's "The Giant's" 4-State, 58 County Market . . .

Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

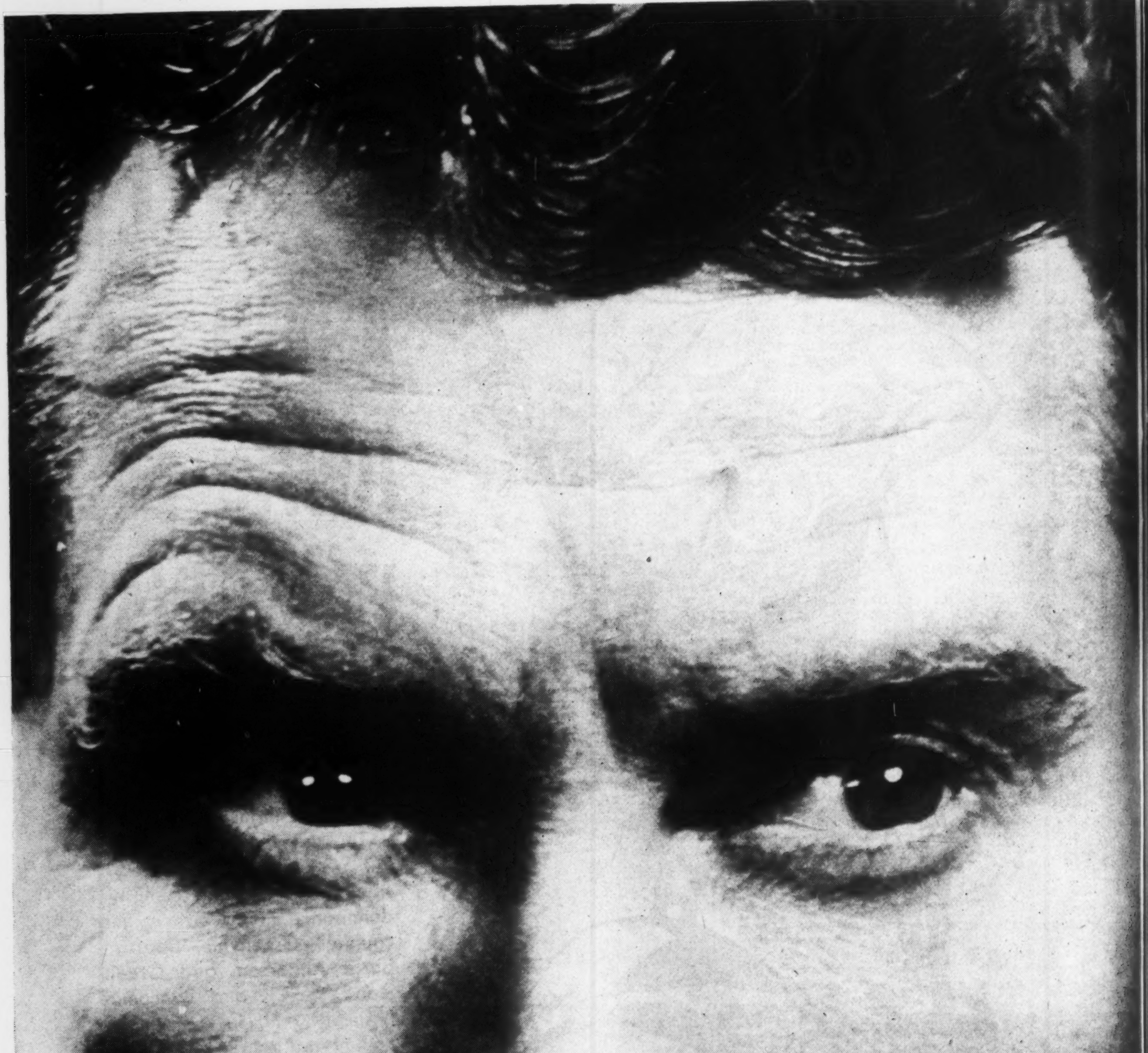
Data from Sales Management Survey of Buying Power, May 10, 1957

Represented Nationally by

WEED TELEVISION CORP.

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK


“THE

BURGESS MEREDITH

World famous for his stage and screen portrayals . . . acclaimed by critics and audiences . . . Burgess Meredith now makes **his first regular appearance on TV** as host and narrator of the NEW "BIG STORY."

Top rated against every kind of competition . . . commended by outstanding church, civic and government leaders . . . winner of a host of national awards . . . "THE BIG STORY," now in its tenth year on radio and TV, remains unmatched for audience reaction . . . publicity . . . top sponsor results.

NOW, the new "Big Story" – as exciting as today's front page – takes you behind the headlines of America's top newspapers with thrilling, dramatic, inspiring stories told in vivid documentary style.

PRODUCED BY ▲ PYRAMID PRODUCTIONS
Executive Producer – Everett Rosenthal

Call the man from **OFFICIAL FILMS INC.**
25 West 45th Street • New York 36, New York
PLaza 7-0100

REPRESENTATIVES IN:
Beverly Hills, Chicago, Dallas, San Francisco, St. Louis, Boston, Atlanta, Philadelphia

THE NEW YORK TIMES, TUESDAY, AUGUST 20, 1957.
In The Nation
Letters to The T

BIG STORY"

WHICH TV STATION

Dominates

SOUTH BEND?

THE SOUTH BEND-ELKHART TELEVISION AUDIENCE

RANK	PROGRAM	WSBT-TV	STATION "A"	STATION "B"
1.	I Love Lucy	57.5		
2.	I've Got A Secret	44.5		
3.	Red Skelton Show	43.1		
4.	Perry Como Show		43.0	
5.	G. E. Theatre	41.7		
6.	Hitchcock Presents	40.9		
7.	Playhouse 90	40.5		
8.	December Bride	39.6		
9.	Gunsmoke	39.0		
10.	$64,000 Question	39.0		
11.	Climax	36.9		
12.	Lassie	36.4		
13.	The Millionaire	35.2		
14.	Brave Eagle	33.5		
15.	Zane Grey Theatre	32.5		
16.	Your Hit Parade		32.5	
17.	Jack Benny	31.7		
18.	Ed Sullivan	31.4		
19.	The Lineup	30.3		
20.	Loretta Young		29.7	
21.	Burns and Allen	29.5		
22.	Bob Cummings	29.1		
23.	People Are Funny		28.9	
24.	What's My Line	28.5		
25.	To Tell The Truth	28.5		

Latest ARB Rating — April 21 thru April 27

WSBT-TV carries 14 of the top 15 television shows in the South Bend market; 21 of the top 25; 37 of the top 50! One audience study after another proves that WSBT-TV dominates the South Bend television picture. You just don't cover South Bend unless you use it. Write for detailed market data.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV

SOUTH BEND, IND.

CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

IN PUBLIC INTEREST

"OFFICIAL CONSCIENCE" for this year's United Community Councils campaign will be Jiminy Cricket, whose services have been volunteered by Walt Disney for tv film appearances. Henry Schachte (l), advertising vice president of Lever Bros. and chairman of the tv-radio committee, United Community Campaigns of America, introduces Jiminy to Donald Frost (c), product advertising vice president of Bristol-Myers Co. and member of the committee's plans board, and Edgar Stern, president, WDSU Broadcasting Corp., New Orleans, and national public relations advisory chairman of UCC.

KACE Visits 'Forgotten' Children

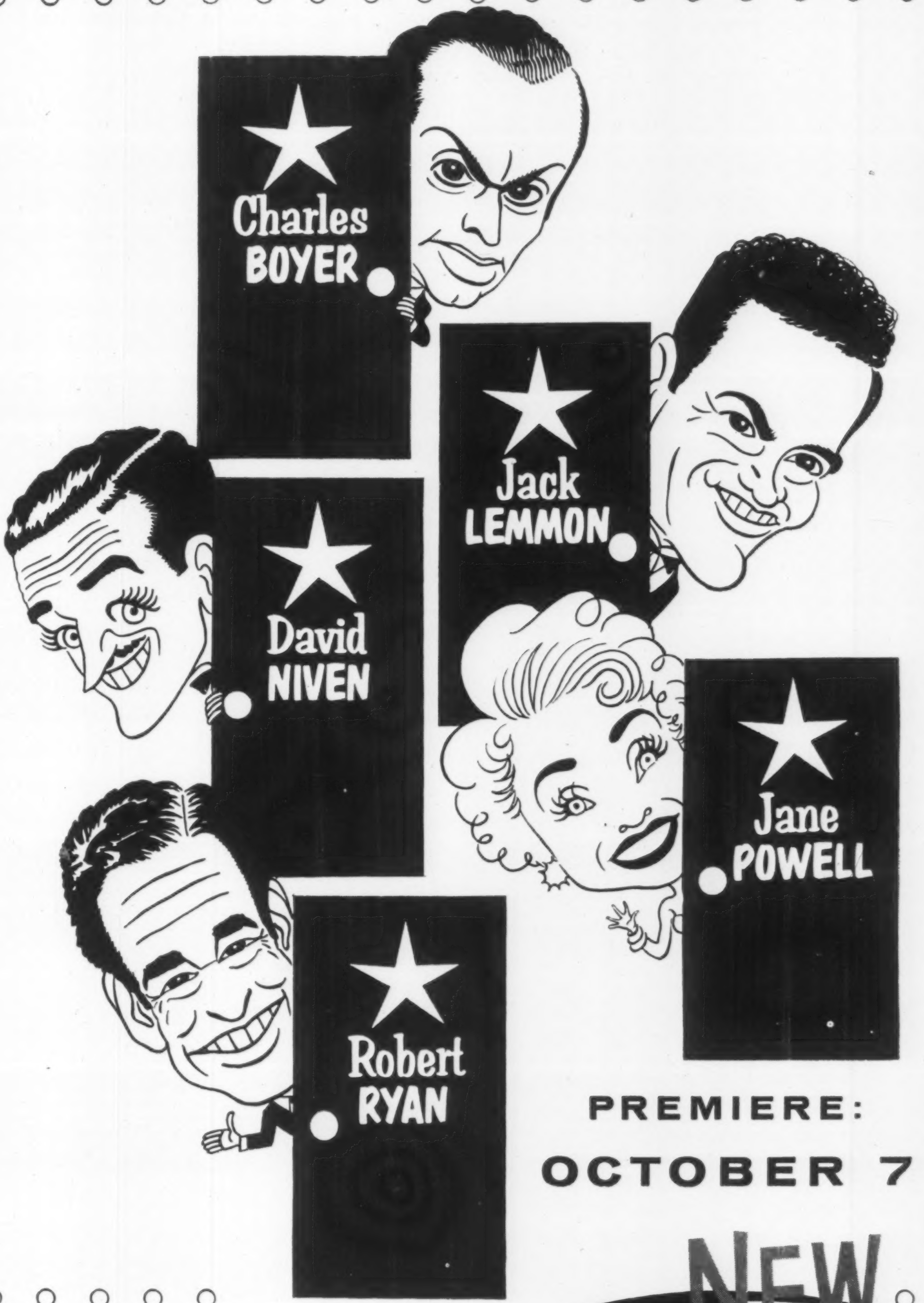
KACE Riverside, Calif., last month carried a broadcast about "forgotten" children. These are the children with I.Q.'s under 50 for whom no education or training facilities are made available by federal, state or local governments. The program, *Woman's World,* was recorded at the Cresthaven School for Retarded Children where the children (whom the schools said couldn't be taught to read and speak) put on a demonstration. They sang songs, recited the alphabet and gave the pledge of allegiance to the flag. In addition to the demonstration, Mrs. Max Suchy, president of the Riverside County Assn. for Retarded Children, sponsors of the school, made a plea for "recognition of the special problems these children have."

WPLM Launches Safety Campaign

An intensive highway safety campaign, which started before Labor Day and which will last five weeks in order to take in the back-to-school surge, is being conducted by WPLM Plymouth, Mass. The station has posted signs showing up-to-the-minute reports of traffic fatalities in its area and in the nation and WPLM sponsors have substituted safety announcements for their usual commercial spots.

Appeal Results in Needed Blood

When the Scranton, Pa., chapter of the Red Cross asked WEJL, same city, to carry an emergency appeal for a rare type of blood this month, the station did so. As a result, within an hour and a half after the appeal was made, 17 pints of blood reportedly were offered.


Charles BOYER
Jack LEMMON
David NIVEN
Jane POWELL
Robert RYAN

PREMIERE:
OCTOBER 7

NEW
ALCOA THEATRE

EXCITING ADVENTURE ANTHOLOGY
ALTERNATE MONDAY EVENINGS
9:30-10:00 EASTERN TIME - NBC-TV

OUR

PLACE IN SPACE

NATIONAL AWARDS *(current)*

OHIO STATE UNIVERSITY AWARD

First award in the national classification for a program directed to special interest groups

HEADLINERS AWARD

For consistently outstanding news reporting by a radio station

RADIO TELEVISION NEWS DIRECTORS ASSN. AWARD

For outstanding radio news operation

LOCAL AWARDS *(current)*

ILLINOIS ASSOCIATED PRESS AWARD

First place —Best local regularly scheduled news program
First place —Best local regularly scheduled farm show
First place —Best local regularly scheduled sports show
First place —Best local special events coverage
First place —Best general excellence of news presentation
Second place—Best documentary program

CHICAGO FEDERATED ADVERTISING CLUB AWARD

For local special features—Public service
For local programs—Audience participation
For local programs—Drama

• THE MOST HONORED • THE MOST SPONSORED

WBBM-RADIO

Est. 1922 Chicago's *Show*manship Station

CBS RADIO in Chicago—represented by CBS Spot Sales

THE BIG DRAW IS ON WRC-TV

GENE AUTRY TO CHAMPION YOUR PRODUCT! ROY ROGERS TO TRIGGER YOUR SALES!

Now, WRC-TV's newly acquired library of full-hour Roy Rogers and Gene Autry feature films will bring new appeal to the choice family viewing time between 5:30 and 6:30 pm in the nation's Capital. Each Monday through Friday, these hour-long, complete western dramas will delight and excite Washington small fry...and keep their parents watching and humming the songs these stars made famous the world over.

!

There's every kind of appeal—from singing to gun-slinging—in these all-time western favorites. Pack your product on the saddle of Roy Rogers and Gene Autry... for the biggest, fastest draw in Washington!

Call in your NBC Spot Sales representative for details of participation

WRC-TV · 4 WASHINGTON, D. C., SOLD BY NBC SPOT SALES

BROADCASTING
TELECASTING

Vol. 53, No. 14 SEPTEMBER 30, 1957

TV NETWORKS: THIS WEEK'S TARGETS

• FCC network study staff is expected to shoot from the hip
• Its report, due momentarily, will urge tough restrictions

The special FCC staff that has been investigating television networking for the past two years will issue an exhaustive report of its labors this week. The report is expected to set off explosions from Madison Avenue to Sunset & Vine.

Reports have circulated that the staff will recommend that the FCC (a) outlaw option time, (b) make more stringent its multiple ownership rules, (c) prohibit networks from owning more stations than required for handling originations (New York, Chicago and Hollywood), (d) divorce networks from station representation and (e) compel networks to sever connections with talent.

Many other backbone practices of television networks and stations are expected to be questioned by the team of lawyers and economists called in from the outside to take the first look since 1938 at the Commission's network rules.

There have been indications that the staff's approach is largely from an antitrust aspect.

It is known that the report concentrates solely on television; there are no suggestions regarding radio.

The 35,000-word report (1,200 mimeographed pages) is the end result of a 24-month study by a 13-man staff headed by U. of Cincinnati Law School Dean Roscoe L. Barrow.

It has delved into all segments of television broadcasting—networks, affiliates, nonaffiliates, program producers, film syndicators, station representatives, advertising agencies and advertiser groups.

The report, which has had FCC duplicating machines running overtime during the past few weeks, was being completed by Dean Barrow in Cincinnati last week.

There was some doubt that the report would be ready for distribution to the FCC committee today (Monday); but it was certain it would be delivered into the hands of the three-man committee and key congressmen tomorrow or at the latest by Wednesday.

The document will be released to the public when it is delivered to the committee, it was ascertained last week.

The FCC network committee comprises Chairman John C. Doerfer and Comrs. Rosel H. Hyde and Robert T. Bartley.

Highlights of the reports will cover these phases—set out two years ago:

- Whether radio and tv networks and radio and tv stations should be under common ownership.
- Whether networks should own radio and tv stations.
- Whether networks should represent stations for spot business.
- Whether the multiple ownership rules should be liberalized or tightened.
- What the effect is on radio and tv broadcasting of present practices regarding program production and talent by those inside and those outside the broadcasting industry, by the networks and by stations.
- What the effect is on radio and tv broadcasting of present network-station relationships—involving the selection of affiliates, exclusivity provisions in contracts, option time provisions, free hour provisions, payment to stations and other terms of affiliation contracts.

Other subjects specified to the staff for study included (a) line charges and terms; (b) other interests by those who own networks, and (c) how competition can be enhanced in the national advertising field between network and non-network organizations, with emphasis on the number of outlets, national advertising potential and the needs of advertisers.

The report, it is understood, will run generally in this format. Each section will be a definitive, narrative explanation of present practices, and the basic recommendations will be rounded up in the final section. There will be a section on public service, but there will be no recommendations in this field, it is understood. There will be no report on programming it was learned. This is because the staff has not completed work on this subject yet.

The network study staff was established in September 1955. It has queried all segments of the broadcasting industry—through meetings and via questionnaires. The $221,000 appropriation ($80,000 in fiscal 1956 and $141,000 in fiscal 1957) ran out June 30 this year. The Commission, however, extended the life of the staff to Sept. 30 when it became apparent no report was possible by June 30. The FCC diverted a portion of its regular funds to finish the staff study.

Although the staff technically goes out of existence tomorrow, a skeleton organization will be continued, it was understood, to wind up its affairs.

Dean Barrow, also, it was understood, considers himself bound to be available for any additional work—or to testify before congressional committees—if necessary.

Upon receiving the report, the FCC committee will then have the responsibility of studying the recommendations, accepting them, revising them or, possibly, disagreeing with them completely.

The committee will then pass its recommendations to the full Commission.

THE DEAN'S LIST

Here are major recommendations which network study staff, headed by U. of Cincinnati Law School Dean Roscoe L. Barrow (right), reportedly will make to FCC:

- **Ban on option time**
- **Curb on station ownership**
- **Divorcement of networks from station representation**
- **Loosening of network control over talent**

R. J. REYNOLDS WANTS TV COSTS CUT

High executive says tv rates too high, commitments too long

Bowman Gray, executive vice president of R. J. Reynolds Tobacco Co., whose tv expenditure has been "just short of $100 million since 1948," likes broadcasting's results. But he's worried about spiraling costs in tv, plus network requirements for 52-week contracts. He put the issues squarely to broadcasters at last week's NARTB Region 2 meeting in Asheville, N. C. (story page 60). The portions of Mr. Gray's talk that were concerned with his broadcast problems follow:

The R. J. Reynolds Tobacco Co. has been a long, consistent and substantial user of broadcast advertising. For reasons which I need not go into here, we were perhaps a little behind our competitors in the field of network radio in the old days, but we certainly lost no time in getting in up to our ears in network tv—and, may I add without establishing any direct cause and effect relationship, it is a matter of public record that our business is considerably better today than it was then. This is true both in the absolute sense and with respect to our competitive standing in the tobacco industry. So we feel that we have made good use of the opportunities offered by your industry—not only in network radio and tv, but in spot, local and regional broadcasting in both media.

To illustrate my point, I'd like to give you a brief resume of our own activities in your field. Our first major effort in television was the *Camel News Caravan* starting Feb. 16, 1948, on the NBC-TV network of 10 stations. This was a ten-minute film newsreel theatre put together by Fox-Movietone News and at that time represented the largest single time order placed in television. By the end of that year the network had expanded to some 19 stations, at which time the program was extended to 15 minutes, 7:45-8 p.m. NYT, Monday through Friday, and production of the program was taken over by the newly-formed NBC news department. This was the first five-times-a-week program to be sponsored by a single advertiser, and we like to think that we helped NBC pioneer, not only in the area of news gathering and presentation, but in the building of an extensive interconnected network. We continued sponsorship of this operation for more than eight and a half years and wound up after 2,601 telecasts with a total line-up of 94 stations, all, of course, on a live basis.

From 1949 to 1952 we got into other kinds of programming to supplement the basic media purchase of *News Caravan* with a variety of types of shows including mystery, with *Man Against Crime* starring Ralph Bellamy; comedy, *My Friend Irma* and Ed Wynn; variety, *Show of Shows;* music, with Vaughn Monroe, and so on. Periodical purchases of sports broadcasts, both local and network, were bought by us throughout this and subsequent periods. By the end of this year R. J. Reynolds will have sponsored 4,785 telecasts for an expenditure of just short of $100 million since 1948.

"By the end of this year R. J. Reynolds will have sponsored 4,785 telecasts for an expenditure of just short of $100 million since 1948."

"In 1956, all R. J. Reynolds brands ran a total of over 350,000 spot radio commercial announcements using more than 500 stations in over 200 markets, and [radio spending] will be considerably greater this year."

With the changing nature of radio programming and the increasing recognition of the large out-of-home audience which was available, in addition to the in-home audience, saturation schedules were employed—first in the summer of 1955 in selected markets, and subsequently, in early 1956, expanded to a national basis.

CLEAN BILL ON COMMERCIAL LOADS

In view of R. J. Reynolds' large stake in the medium, and our fears that the effectiveness of spot radio might become dissipated through over-commercialization of the peak audience times, we undertook a study of actual broadcast logs of all stations which carry R. J. Reynolds schedules in order to determine if there were any excesses in commercial content which might reduce the effectiveness of our commercials. In view of the tremendous number of stations which Reynolds was using, we were gratified at the overwhelming response to our request for logs. After careful examination of all logs, it was apparent that there were relatively few flagrant violators of what we felt were good commercial practices.

In 1956, all R. J. Reynolds brands ran a total of over 350,000 spot radio commercial announcements using more than 500 stations in over 200 markets, and it will be considerably greater this year.

To sum this up quickly, we have made extensive use of television and radio, both on a national and local scale, and we have found it an effective and profitable medium through which to sell our merchandise.

However, as long as you have given me this opportunity to speak to you, I would feel remiss if I did not throw in a couple of "buts."

TV NOW COSTS MORE FOR LESS

The theme of this meeting is "A Time for Decisions," and some of the questions which advertisers are confronted with must be answered by decisions from within your industry. The most important of these in my mind—and I am addressing this to tv rather than radio—is the matter of costs. As I said, tv is good for us, but we find that even with our very large volume of advertising in television, we cannot afford to keep any sort of *status quo*. For example, in 1954 we sponsored 40½ commercial minutes of network-television every two weeks. In 1957 this commercial exposure had been reduced to 24 minutes every two weeks. In other words, we are spending 23% more money for 39% fewer commercials. This is not an encouraging trend.

Right here I know many of you are making rough mental calculations regarding commercial impressions. It is quite true that the purely quantitative side of this equation will give us a resultant bulk of commercial impressions that are much more in line with cost than I have indicated. But there is another side to this picture with an advertiser like ourselves, and that is frequency of impact. Cigarettes are one of the few commodities that are bought almost every day and a substantial reduction in frequency hurts us where we live.

Since 1950 we have been relating the cost of the average half-hour nighttime program (time and talent) to the *available* tv homes, as represented by the coverage of the average lineup in March of each year. This, today, is obviously a better advertising buy on the basis of *potential* audience than was the case back in 1950, but the low year in this study turns out to be 1954 where an advertiser could buy a thousand homes for each minute of his commercial for 78 cents with a total expenditure of $62,000 per telecast.

And let us dwell a moment on the word "potential." There is

For another advertiser's comments on tv costs, long-term commitments and other current issues, see exclusive interview with George Abrams, vice president in charge of advertising of Revlon and chairman of the Radio & Tv Service Committee of the Assn. of National Advertisers (page 112).

ever-increasing competition in many of these markets for this potential audience. In 1952 there were 109 television stations in operation in 64 markets. Today there are 457 stations in 301 markets. It is fairly obvious that the potential means less to the advertiser now than then.

This increased competition for the audience in television behooves all of us to strive for more promotion, publicity and merchandising on our shows. For example, we are launching a brand new—and we hope—very exciting new program on tv. It's called *Harbourmaster*. At our annual department managers meeting week before last, we asked our department managers to have their men call on station managers and station promotion managers in an effort to give this show an added push. In this area you people can be very helpful to us and to yourselves in grabbing a larger share of the audience in your communities, and we are hopeful that this extra effort will pay off. I hope that if you haven't already been contacted by our people that someone in your home office is right this minute giving consideration to this problem.

Since talent expenditures continue to rise through escalation, competitive bidding for properties and union increases, the only way I can see to preserve continuing efficiency of this most important medium is to hold the line on facilities costs. It is apparent that we are approaching the point of diminishing returns and my question is—what can be done to arrest and slow down these ever-mounting costs? By the way, I think something should be said from our point of view of the efforts that have been made by the networks to preserve some uniformity in rate setting and to discourage under the counter deals by a few individual affiliates on local rates. Your industry has reached financial maturity and it must operate accordingly.

52-WEEK CONTRACTS: TOO INFLEXIBLE

Another major problem that confronts us as buyers of television is lack of flexibility arising from the recent trends towards long-term commitments, and I honestly believe that this practice in the long run hurts rather than helps your industry. Management faced with the responsibility of expenditures of large sums of advertising money, naturally shrinks from the prospect of committing close to 5 million dollars irrevocably on a 52-week-half-hour tv commitment. In the operation of our business it is necessary that we maintain flexibility in order to cope with changing conditions in problem markets. For example, we had to cancel out one network program, which was otherwise entirely satisfactory to us, because we simply had to have money for special contingencies.

The long term commitment coupled with the high stakes involved is discouraging many advertisers from use of the medium, simply because they do not operate on margins which will accommodate such a gamble. The high turnover and unprecedented mortality in last season's programming has had, I believe, an unfavorable effect on network sales. I would therefore like to suggest that this matter of length of commitment be put high on your list of things for "decision." I do not make this suggestion without recognition of many of the problems involved. I am merely suggesting that this is a problem which I believe belongs with the broadcaster primarily.

The last problem to which I address myself lies in the area of film programming. We are large users of film. We believe that with some notable exceptions film provides better show opportunities in quality and scope. But the economics of the film business are actually working a disadvantage to your industry and to the advertisers which use it. This occurs through the requirement of guaranteeing film repeats in the summer months. This has undoubtedly caused a further depressing effect on the audience potential during these months when a normal seasonal decline sets in. Take two of our own shows for example. Garry Moore's *I've Got a Secret* is live and in February had a rating of 37, and in July a rating of 25.2—a substantial decline but not as marked as in the case of *The Phil Silvers Show*. *The Phil Silvers Show* in February had a rating of 32 and in July a rating of 17. *Mr. Adams and Eve* declined from a rating of 29.2 in February to a rating of 13.7 in August. These shows are popular television purchases, and they are forcing away a good part of their following by repeating films in the summer months.

BOWMAN GRAY

Executive Vice President, R. J. Reynolds Tobacco Co.

I know it is difficult to find an equitable solution for the film producers to the old "thirty-nine and thirteen" formula. But if, for example, we could take a program hiatus in the summer, using the time to test new shows, we might develop new ideas and properties which would serve to feed this consuming maw which is television. This is a matter for decision involving the broadcasters, the advertisers, and the producers. It is apparent to us that this practice does not further the best interest of the program in question, and it is creating a deterioration of the values of the medium as a whole. I am hopeful some progress can be made in the near future in this area.

COLOR TV: NOT FOR REYNOLDS UNTIL 1960

Finally, I would like to dwell a moment in the area of color tv. That it will come of age, I believe, is inevitable. At the present time, the situation is a lot like the old chicken or the egg enigma—which comes first, the audience or the advertiser? I am keenly appreciative of the fact that the broadcasters have invested millions in the development of color television, both from the technical and programming standpoint. The growth has been disappointingly slow. It has been a long up-hill fight. I think one of the reasons it has been so slow has been the fantastic growth of black and white television with a resultant enormous investment in tv sets by the public. It is difficult to believe that a large proportion of the car owners of America could be immediately persuaded to abandon their Ford or Chevrolet in favor of a Cadillac. I realize that considerable progress has been made in bringing prices down but it appears that it will have to go further.

From an advertiser's point of view we do not see how we can divert money from other color media to invest in color tv until such time as the circulation potential would warrant such a diversion. For example, when can we have, in our own councils, an honest debate on the relative effectiveness of a back cover of a national magazine to a one-minute spot on color tv? From where I sit, I don't think the time for that decision will come before 1960.

HIGH FASHION FOR PABST

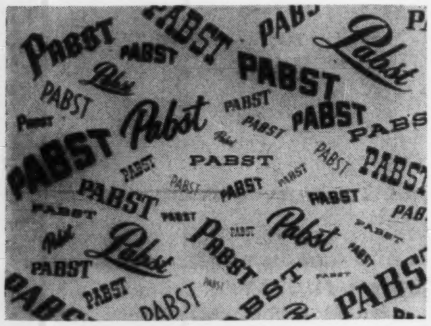
Visual appeal keynotes the new tv commercials for Pabst Brewing Co. The formula: fashion photography, with emphasis on black-and-white contrast, and the use of top-notch models—in this case, Suzy Parker and Vic Cutrer, who also appear in the print campaigns.

The formula was concocted by Norman, Craig & Kummel, New York, agency for Pabst, working with Richard Avedon, whose stylistic, almost textured fashion photography frequently graces the pages of *Vogue* and *Harper's Bazaar*. Mr. Avedon conceived and directed the sequence pictured here.

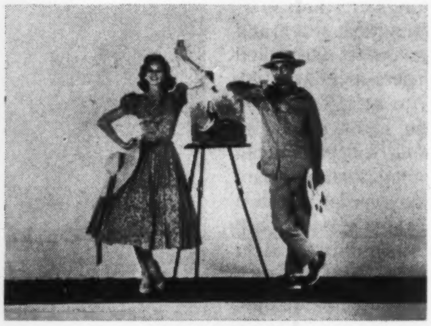
Contrast in tempo is another ingredient. In the one-minute film, quick cuts (16 in 20 seconds) lead up to the musical portion of the commercial, which is in slow motion. This is followed by a "beauty" shot of the product, and a final visual tag evocative of the print campaign.

The films were produced by Elliot, Unger & Elliot, New York.

ESSENTIAL *ingredient to good feeling: The girl, in an off-beat shot.*



THE *announcer whispers "Pabst." The picture makes sure there's no doubt about it.*



THE COMBINATION: *Girl, man, Pabst, place . . . put 'em all together and . . .*

Pabst
makes it
perfect!

PABST *makes it perfect! A short, catchy slogan completes the theme of the campaign.*

Radio Networks Make Pitch to BBDO Execs

The importance of network radio to advertisers was outlined in a special presentation by sales executives of the four networks at a forum held in the New York office of BBDO last Wednesday.

An official of each of the networks—American Broadcasting Network, Mutual, NBC Radio and CBS Radio—was allotted 15 minutes to describe the value of his particular operation. The presentations were heard by about 100 account executives and officials of BBDO, and though there was no discussion at the end, agency officials were reported to be "impressed" with the talks.

ABN's approach to network broadcasting was summarized by Robert Eastman, president, who claimed that American's live talent programming provides an advertiser with "the exclusivity" that no other medium can offer. The personalities conducting these programs, Mr. Eastman continued, have been selected for their salesmanship and their showmanship and, in essence, they will be an exclusive representative of the advertiser.

Mr. Eastman called the live musical programming ABN is offering "ambiactive," explaining that he meant it "fits people's activities—making beds, washing dishes, tending babies, driving cars . . ." ABN is offering advertisers "copy protection," Mr. Eastman added, pointing out that only products of a given type will be accepted within the network's hour-length programs. If a client leaves ABN, he said, it will not sell to a competitive advertiser for 60 days after the expiration of the client's contract.

On behalf of MBS, Paul Roberts, president, showed 13 blown-up cartoons, illustrating his talk on the "new Mutual" network. He stressed that Mutual today is offering the type of service the stations want—music, news and sports—and pointed out that five weeks after the new management assumed control of the network, more than $2 million in gross sales were completed.

Mr. Roberts also reminded the agency executives that products advertised nationally are sold in outlying districts, as well as the metropolitan centers. In this connection, he noted that MBS' coverage extends beyond the large cities and into the smaller areas, calling this a "plus" factor not equaled by other media.

NBC Radio's story was presented in broad detail by Matthew J. Culligan, vice president in charge of the network, who asserted that radio's most valuable asset is "interesting personalities and programs." He introduced to the forum four of NBC Radio's stars as "living evidence of the high quality of the network's radio programming."

Morgan Beatty, NBC newscaster, described the network's news operations and touched upon the various "beats" the network had scored recently as an indication of the top calibre of its newscasts. Madeleine Carroll, star of NBC Radio's *The Affairs of Dr. Gentry*, described the daytime dramatic programming, noting that it is pinpointed toward the women's audience and commenting, "The buying power of a woman listening to radio should not be underestimated." Walter O'Keefe, host on *Nightline*, gave a capsule description of the special features planned for the network this fall, and Ed Gardner, one of the stars on NBC Radio's *Stardust*, pointed to the value of comedy on radio.

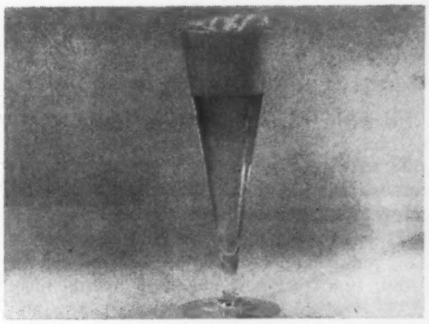
Frank Nesbitt, CBS Radio director of sales development, characterized network radio as "the most efficient medium," when its cost is considered. He noted that a large advertiser who places the substantial part of his budget in tv can achieve maximum effectiveness by allotting a comparatively small amount to radio and suggested that for the medium-sized and smaller advertiser, network radio might well be the basic medium.

Mr. Nesbitt offered statistics to point up the growth of the radio audience in recent years, and described briefly the kind of people who listen to network radio. He explained that CBS Radio's programming approach has been devised to appeal to women largely during the weekdays and to the general public on weekends.

Three Follow Halpern to KM&J

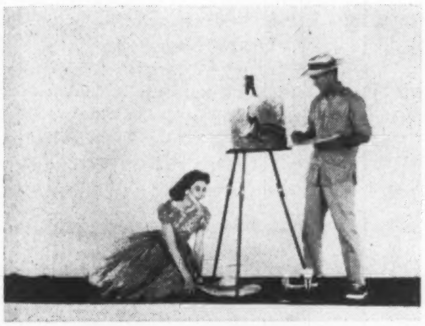
Three people at Joseph Katz Co. agency have followed former Senior Vice President-General Manager David Hale Halpern to the newly-formed Keyes, Madden & Jones agency [B•T, Sept. 16]. E. U. (Bud) Gallanos, account executive on Bond Clothes, will make the switch today (Monday) despite the fact that the account won't formal-

AND THEN *the man. His natural question: "Where's the beer?"*



AN *effective, almost white-on-white shot appears, with the reply, "Here's the beer."*

MISS PARKER, *with typical feminine curiosity, still has a question: "What's its name?"*



MUSIC *and jingle: "When you feel the urge on a lovely day . . ."*

"YOU'RE *no Van Gogh but you're okay." A toast with Pabst, partner in pleasure.*

Pabst
makes it
perfect!

REMINISCENT *of the print campaign, a style shot closes the film.*

ly go to KM&J until Nov. 1 [B•T, Sept. 23]. Joining Mr. Gallanos will be Arthur Hemstead of Katz' media department and copywriter Jack Stanley. Bond, meanwhile, began a tandem-style, accelerated fall push via radio-tv saturation spot in approximately 40 markets. The campaign is slated to run through December. An average of 80-100 radio and 30-40 tv spots a week will be used on each station. Billing up to Nov. 1 will be through the Katz agency. After that date the commissions go to KM&J.

Pharma-Craft Sets Fall Plans For Network Radio-Tv, Spot Radio

Pharma-Craft Co. (deodorants, cough syrup, nasal spray), Batavia, Ill., has set its fall network radio-tv and spot radio schedule for Coldene cough medicine, with broadcast expenditures estimated to be about $4 million.

Commitments call for a quarter-hour of Arthur Godfrey's show on CBS two days weekly, one week split between a similcast and radio only, and the other with both days devoted to radio only, on an alternating week basis, starting today (Monday); CBS Radio's dramatic strip of *Nora Drake* and *Helen Trent* (twice weekly) and *Ma Perkins* and *Young Dr. Malone* (once weekly), already started this month; NBC Radio's *News of the World*, three times daily, also now underway, and new participations (with Fresh deodorant) on NBC-TV's *Steve Allen Show*, half of which Pharma-Craft takes (with Greyhound) on alternate weeks. The firm also is using spot radio on 92 stations in 50 markets from October through next March but thus far has made no commitments for spot tv.

Clemons, Esau & Gericke Agency Goes Bankrupt in DAV Deal

Clemons, Esau & Gericke, New York advertising agency, has gone bankrupt.

The agency handled the Disabled American Veterans show which was placed on 120 television stations last April and had incorporated a contest which evidently failed to produce enough entry fees to pay its costs.

A creditors meeting was held last July [B•T, July 15] at which time William T. Clemons, vice president of the agency, proposed that the creditors wait for a month until the DAV convention was held, at which time he hoped DAV would advance enough money to pay for the first show and a second.

Mr. Clemons reportedly had made overtures to DAV to assume the financial obligations of his defunct advertising agency but admitted so far he had not been successful. The other two principals in the bankrupt firm were John Esau, president, and Karl H. Gericke, vice president. Proceedings were filed in bankruptcy court Sept. 18.

Mr. Clemons, it was understood, plans to move his family to Mexico City where he is considering starting a production company to produce *The Hidden Treasure Show*.

New Agency Will 'Bypass' Standard 15% Commission

Formation of a new agency which will operate under a compensation system "bypassing" the traditional 15% commission is being announced today (Monday) by Ron T. Smith, formerly with J. Walter Thompson Co., and Marc Dorian, a consulting art director to advertising agencies. The firm is Smith & Dorian Inc., with headquarters at 50 E. 52nd St., New York.

Officials said the firm will specialize in clients billing $250,000 or less, which they described as "presently the neglected market."

They said Smith & Dorian will deposit the 15% commissions accruing from advertising in a client's "creative credit account" and the fees charged clients by the agency will be deducted from it. The agency won't add 15% to production costs.

Mr. Smith said that for the type of clients the new firm will service the 15% commission system will not work. "We feel," he noted, "the system puts tremendous pressure on smaller agencies to cut corners since the less time the agency invests the more money it will make. It also puts a premium on inefficiency, for the more client money the traditional agency spends on producing ads and collateral material, the more it earns from its 15% surcharge. And the system encourages the agency to push its clients into more expensive media."

'ROP' COLOR CONCERNS PRINT

- **Group in Chicago told color tv lags behind print color**
- **But polychrome tv is bound to become practical, they hear**

Developments in "run of paper" color for print media and competitive looks at the status and promise of color tv flavored the second annual newspapers' ROP color conference in Chicago last week.

The three-day sessions, attended by 1,000 newspaper and agency production and promotion men, were sponsored by the American Assn. of Newspaper Representatives and local trade groups.

Delegates were told that:

Newspapers have progressed further than the television industry in developing color for reader interest and advertising material but—

While color tv is having difficulty getting off the ground, it will become a "practical reality" and print people should use its "period of uncertainty to prepare (themselves) for the onslaught." However—

Newspapers are not going to get millions of dollars of color advertising unless rop color becomes more widespread in use—particularly by New York and other dailies—and is more fully explained to New York agency and client executives on a par with tv and other media.

The shirt-sleeve sessions were held at the Sheraton Hotel Monday-Wednesday featuring several key speakers, including Arthur A. Porter, vice president and media director of J. Walter Thompson Co.

Mr. Porter warned that while color tv has been slow developing, "once it hits and color commercials can be used on a broad basis, the competition for the national advertising dollar will hit a new and unprecedented level of intensity."

He observed that although newspaper trends have been favorable, newspaper share of the national advertising dollar has not increased from ten years ago. He asserted that while tv claims first place, "its greatest gains have been made at the expense of national magazines and network radio."

New York was described by Mr. Porter as "Hicktown, USA" in terms of rop color exposure, pointing out only two of seven newspapers are geared for it. He cited constant agency exposure to tv, radio and magazines and urged newspapers to set up a "creative selling strategy" aimed at New York agency-client executives, plus a strong research and promotion program. Media and other agency people have little information about rop color, he stressed.

Mr. Porter said he sent an informal questionnaire to about 90 key New York agency people on rop color exposure. The results: They read an average of four weekly and three monthly magazines, saw about eight tv shows a week, and heard radio on three occasions, but 40% of them hadn't been exposed to rop color for months or years.

A suggestion that newspapers gear themselves for the "onslaught" of color tv was voiced by James H. Armistead, general manager, Newspaper Printing Corp., Nashville. He declared that "when this day comes, you'll have to offer more and better color to keep your head above water."

J. H. Sawyer, Sawyer-Ferguson-Walker Co., publisher's representative, warned that radio, tv magazines and supplements have made their products attractive to buy and "even more attractive to continue buying." He said "radio became an important medium almost overnight" because it offered use of frequency and volume discounts to advertisers and encouraged them to "give the broadcast medium a complete and fair test." Television did likewise, he added.

Nevertheless, he felt, rop color makes the newspaper "a better advertising buy than ever before" and in terms of basic values, it "now stands head and shoulders above any other medium . . . print or broadcast." He recommended the American Newspaper Publishers Assn.'s Bureau of Advertising study the possibility of creating a special department for rop color advertising promotion.

Lawrence T. Knott, vice president and advertising director, *Chicago Sun-Times*, singled out varied electronics inventions related to television, along with lack of rop color in New York, indicating newspapers may have a "colossal selling job" to catch up with their competition. Among inventions: 3-D color tv by General Electric and magnetic tape recorders in both color and black and white.

Perhaps manufacturers have not sold as many color tv units as anticipated, Mr. Knott said, but Brig. Gen. David Sarnoff, RCA board chairman, "is probably right" in contending that "nothing on God's green earth can stop the advance of color tv."

Newspapers won't cut into the rop color advertising pie until "we step up our efforts and work toegther to solve some of the mechanical problems," Mr. Knott suggested. "We must also devise a plan which will make it possible for advertisers to buy our product as easily as they do our competitors'."

Color tv was described as "excellent" with promise of "great developments" by Irwin Maier, *Milwaukee Journal*. But he claimed "the spectacular development of color has been that in newspapers during the past decade," despite technical and mechanical problems. Newspapers are experimenting more with rop color, including reproduction of subjects from photographs taken off color television receivers.

THE Pacific Coast's 26-year-old *Richfield Reporter* leaves its longtime nightly spot on NBC Jan. 1 to be heard on 29 stations of the CBS Radio Pacific Network [AT DEADLINE, Sept. 23]. W. G. King Jr., vice president and general sales manager of the Richfield Oil Corp., signs a 52-week contract for the move. With him are Fred M. Jordan (l), Richfield advertising director, and Fred Ruegg, general manager of KNX Hollywood and CRPN.

Anti-Freeze Firms Planning Heavy Advertising Campaigns

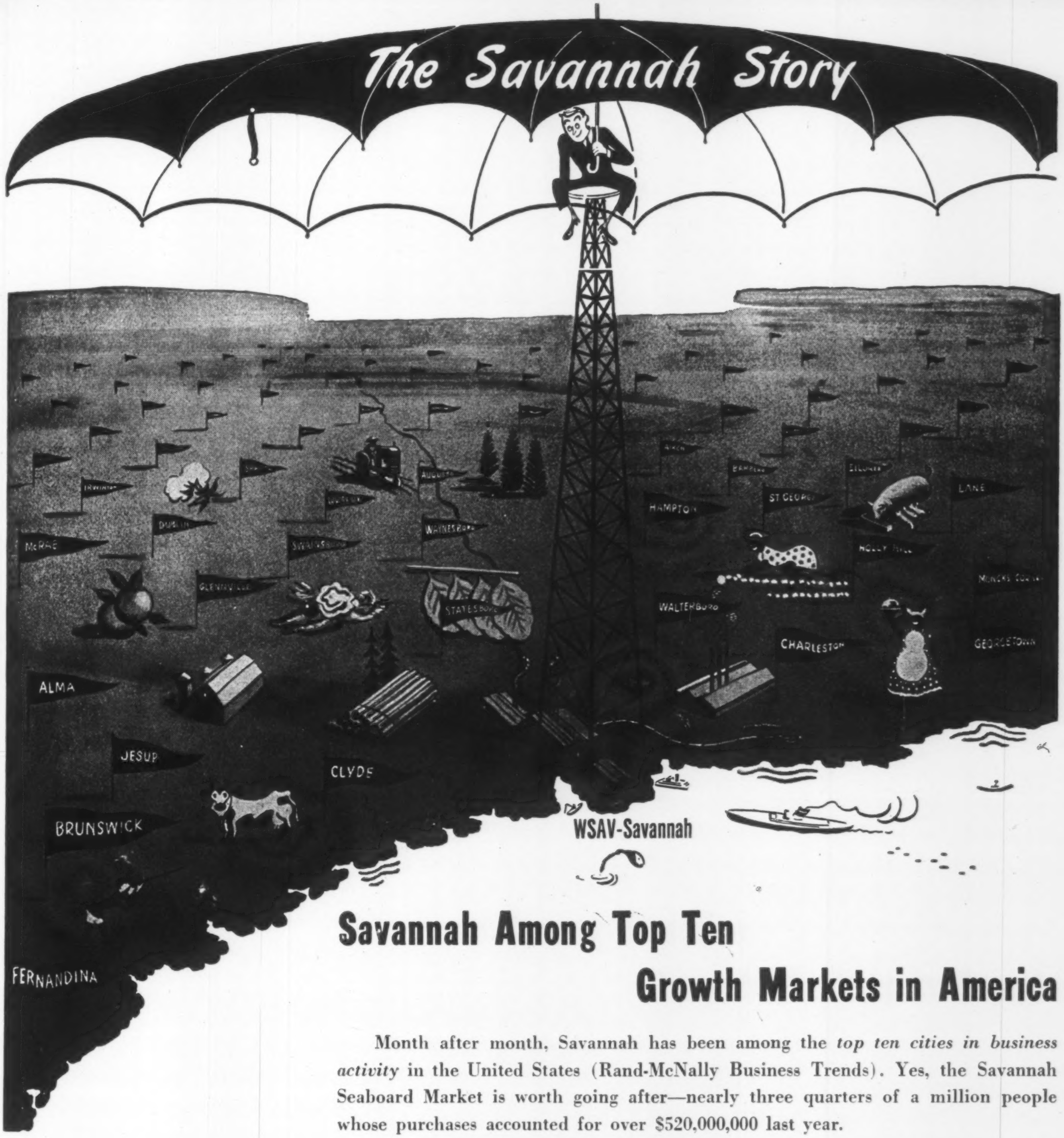
Big anti-freeze advertisers are putting heat into their advertising this season. E. I. duPont de Nemours & Co. (Zerone-Zerex), Wilmington, Del., through BBDO, New York, for example, is using spot radio on a national basis for the first time this season, covering about 100 major anti-freeze markets and proceeding with a saturation campaign that includes 30-50 total spots per week per market (all one-minute).

The company, in backing up its network tv program *Show of the Month* series on CBS-TV, is buying as "many stations as we can get" out of 145 stations carrying these specials on Sept. 29 and Oct. 28 (the programs are 90 minutes long) for supplementary spot.

A novel use by DuPont is an ID run adjacent to a 20-second spot with a total of about 28 seconds exposure (two seconds for the station call) on behalf of the anti-freeze. This ID-plus-20-seconds is to be placed in the middle of the show. In its spot radio buying, the purchase for the northern area of the U. S. already is completed, with buying in progress still for the central area (mid-October) and southern area (end of October). Also in DuPont's plans: 30 five-minute weather programs and five segments weekly of Don McNeill's *Breakfast Club*, both on the American Broadcasting Network, starting today (Monday). DuPont and Prestone (the National Carbon Co.) are the biggest in the anti-freeze field.

La Brea to Put $300,000 in Tv

La Brea Sales Co., Los Angeles discount chain, has appointed the Tullis Co. in that city for its entry in advertising. Tv has been earmarked for $300,000 on all Southern California stations. The chain's four outlets carry a wide range of merchandise, operating on a card membership customer plan. Norman Lamoreaux and John Batts, who head La Brea sales, have announced a sales goal of a million card memberships, more than double the present 410,000 customers. Account executive at the Tullis Co. is Jerry Pomerance.


The Savannah Story
IRWINTON
McRAE
DUBLIN
SWAINSBORO
GLENNVILLE
AUGUSTA
WAYNESBORO
STATESBORO
ALMA
JESUP
CLYDE
BRUNSWICK
FERNANDINA
AIKEN
BAMBERG
HAMPTON
ST GEORGE
LANE
HOLLY HILL
MONCKS CORNER
WALTERBORO
CHARLESTON
GEORGETOWN
WSAV-Savannah

Savannah Among Top Ten Growth Markets in America

Month after month, Savannah has been among the *top ten cities in business activity* in the United States (Rand-McNally Business Trends). Yes, the Savannah Seaboard Market is worth going after—nearly three quarters of a million people whose purchases accounted for over $520,000,000 last year.

How to cover this market? Simple! Use the one medium that reaches *all* the people. Ask any Blair TV man for the full Savannah Story . . . then *put your message where the money is* . . . put it on Channel 3 in Savannah!

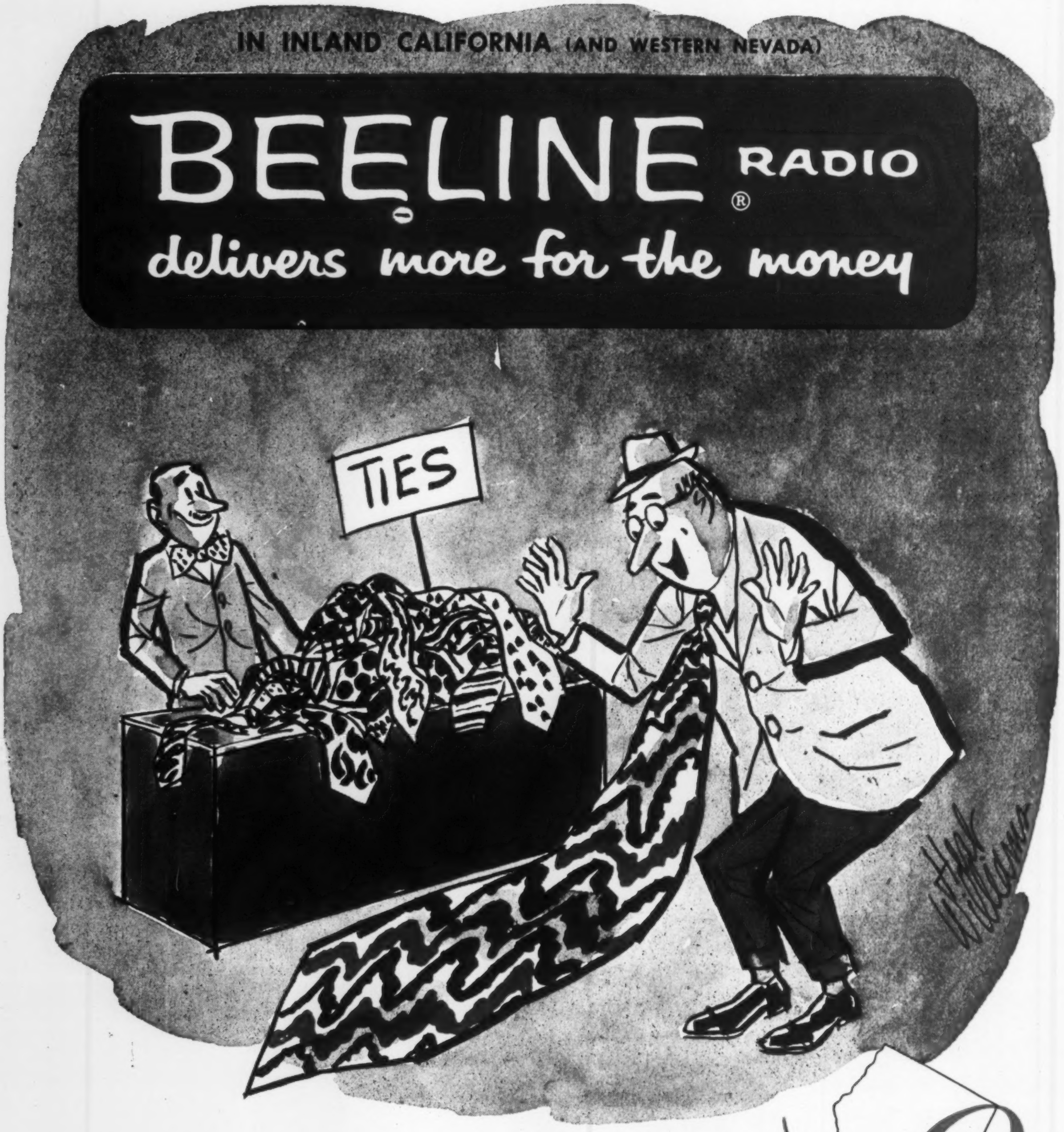
Clearly . . . **SAVANNAH'S PREFERRED-CHANNEL STATION**

It's 3 in Savannah

WSAV-TV

NBC
CHANNEL THREE

REPRESENTED BY BLAIR TELEVISION ASSOCIATES


IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE RADIO ®
delivers more for the money
TIES
Hank Williams

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen & SR&D)

They serve this amazingly rich inland market — with triple the retail sales of the Atlanta metropolitan market — and effective buying income of nearly $4.6 billion, more than all of Iowa. (Sales Management's 1957 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative

KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD

Magazine Sales Push Headed by Walton

Pharmaceuticals Inc. will enlarge its radio-tv expenditures shortly, but allocations will not be for its many drug and toiletries products. Some $150,000 in radio and an unspecified amount in television will go toward building up subscriptions for *Journal of Lifetime Living*, the magazine acquired last year by Pharmaceuticals Inc.

MR. WALTON

Spearheading the subscription push is broadcaster Sidney Walton, who last week was named the magazine's new publisher. Mr. Walton joined WBAL Baltimore in 1932 as an announcer, later served with WMGM New York as news director, and with Paramount, Pathe and Hearst Metrotone News as newsreel commentator. He most recently has been the "voice" of *Changing Times*, the Kiplinger magazine. By title, Mr. Walton was Kiplinger's advertising and publishing consultant. At the *Journal* he succeeds Jerome Cossman, who returns to his regular duties as treasurer of Pharmaceuticals Inc.

Although editorial offices of the *Journal* continue at 1625 Bay Rd., Miami Beach, Mr. Walton will make his headquarters in the offices of Parkson Adv., New York, Pharmaceuticals' agency.

Discussing plans for boosting the *Journal's* subscription roster by 150,000 new readers a year (present circulation is 250,000), Mr. Walton recalled that by the use of only network radio (ABC, CBS, MBS, NBC) over a two-year period, Kiplinger, through Albert Frank-Guenther Law, New York, was able to solicit 600,000 trial subscriptions for the specialized consumer magazine. The trick that did it, he noted, was a 15-minute recorded program featuring himself, often billed as a one-man talkathon. Mr. Walton discussed topics of "pressing national interest" in a staccato, hard-sell and sometimes pundit fashion.

He said he will apply the same "successful formula" to *Journal of Lifetime Living*, which, incidentally, he will change from a "geriatric" publication to a consumer family magazine appealing to people 35 and older. The *Journal* currently caters to aged people.

On Nov. 15, the *Journal*, both directly and through Parkson Adv., will launch a test run of a 15-minute transcribed program, as yet untitled, in about six major markets. Network radio also is planned for January. Mr. Walton is certain some tv will be used. Indefinite at this time: whether the publication will buy all of its time or ride on the spots now used by various Pharmaceuticals products, including the newly acquired J. B. Williams line of men's grooming products.

COME SEVEN!

Although the Advertising Council is a strictly non-partisan organization, it hopes the World Series, which opens Wednesday, will go the full seven games. The reason is that Gillette Safety Razor Co., which sponsors the series on NBC-TV and NBC Radio, is contributing a one-minute announcement of its commercial time in each game to various council projects. On the third game, for example, the council's "Better Mental Health" undertaking will be promoted and listeners and viewers will be offered a copy of "How to Relieve Your Tensions" (both the New York Yankees and Milwaukee Braves fans may need copies by then).

Hensley Named President, Chief Executive of Toni

Stuart K. Hensley has been elected president and chief executive officer of Toni Co., moving up from executive vice president to succeed R. Neison Harris, founder and president, who becomes vice president of the parent Gillette Co., it was announced last Monday.

MR. HENSLEY

Mr. Harris will be responsible for overall operations of both Toni and Paper Mate, another Gillette division, and continues as president and chief executive officer of Paper Mate. Gillette and its divisions are substantial broadcast advertisers, with roughly $17 million in radio-tv media.

Mr. Hensley started in Toni's sales department in 1946 and later became divisional manager, regional manager and general sales manager. In 1952 he was appointed vice president in charge of sales, adding responsibility for advertising and sales promotion. He was named executive vice president in 1956. His successor has not been appointed.

NRDGA Study Shows Retailers Stepping Up Use of Radio Ads

A survey released last week by the National Retail Dry Goods Assn., shows that retail stores throughout the country are stepping up their use of radio as an advertising medium this year.

Of the reporting stores, 70% said they are using radio as an advertising medium, according to NRDGA. Of this total, 30% have increased their radio advertising; 13% have decreased their volume, and 57% are using the same amount in 1957 as in 1956.

The association said 36% of the reporting stores use tv advertising but commented that "apparently, there is no general agreement on the part of retailers as to the comparative value of this medium." It cited as an example that 38% of the stores reported they are using less tv advertising this year than last year; 28% said they are using more tv, and 34% the same amount.

The survey also showed that 84% of the reporting stores commented that their newspaper advertising space rates are higher now than a year ago and as a result 58% of the group said they are reducing their newspaper lineage.

Petroleum Institute Plans Network Color Series in 1959

The oilmen's principal trade association is expected to invest as much as $3 million for production alone in a network venture planned for late in the next tv season (in 1959).

Plans of the American Petroleum Institute, New York, are in the preliminary stage, but BBDO, New York, agency for API, last week revealed that it has commissioned MGM-TV to produce a series of one-hour color films at MGM's Culver City, Calif., studios. The films to be produced for API will be dramatic presentations for network exposure. The network has not yet been selected. Title of the series will be *Centennial*, marking the oil industry's centennial celebration in 1959. About eight programs in all would be scheduled in the series at an estimated total production cost in the neighborhood of $3 million. Top Hollywood stars, prominent directors and writers will be employed.

Jack Denove of Jack Denove Productions, Hollywood, has been named producer for the series. To be decided: the producer of the commercials to be used on the programs, and whether the messages will be live or on film, or perhaps a mixture. The series will not be documentary in the institutional sense. According to BBDO, the series will be colorcast and possibly may be scheduled on a once-per-month basis for the season.

Brophy Praises Public Service By Ad Council in Hollywood Talk

No group has contributed more to the public service campaigns of the Advertising Council than radio and television people, Thomas D'Arcy Brophy, newly retired chairman of Kenyon & Eckhardt [B•T, Sept. 23], said Monday in a talk to the Hollywood Advertising Club.

This coming season promises to show an even better record of cooperation by the broadcast media, Mr. Brophy said. He pointed out that the council's Hollywood radio-tv committee, headed by Walter Bunker, Young & Rubicam's Hollywood radio-tv vice president, had sent out six-month advance schedules to the sponsors of all network tv programs, with extraordinary results. Of 105 regular continuing commercial programs on the three tv networks, he said, 92.4% have indicated regular cooperation with council campaigns, whereas at this time in previous years the affirmative response had been around 50%.

Mr. Brophy also praised the council's radio-tv committee for its negotiations with the Alliance of Television Film Producers which resulted in a unanimous vote of this group to support the council's public service campaigns. "The Hollywood committee has insured that films won't freeze public service out of television," the speaker declared. He added that the sponsors of nonrecurring special tv network programs also are being approached to assist these campaigns.

To illustrate the work of the council, Mr. Brophy showed three new tv commercials for the forest fire prevention campaign, for which Foote, Cone & Belding has been task agency for 17 years. Russell Z. Eller, advertising manager of Sunkist Growers, and James Felton of FC&B created the new commercials, which were produced by Era Productions, Mr. Brophy said, stressing that all concerned contributed their services without charge and estimating that overall some $90 million worth of time, space and services had been donated to this campaign. Summing up its achievements, Mr. Brophy reported that in 1942 there were 30 million acres of forest land blackened by fire, but by 1956 the burned out areas had shrunk to six million acres, less than half of what might have been anticipated, with credit largely due to Smokey the Bear.

Pure Oil Buys Grid Films In 20 Markets for $150,000

Pure Oil Co., Chicago, has signed contracts for sponsorship of the filmed *1957 Big Ten Hi-Lites* football series in 20 markets in a transaction involving an expenditure of about $150,000 in time and package rights.

The petroleum firm has negotiated for full sponsorship on 17 stations and alternate weeks on three others, pinpointed throughout its Midwest regional marketing area. In two of the three alternate markets, automobile dealers have picked up the remaining half of the tab.

The football film package is produced by Sports Tv Inc. and distributed by Sport Lite, Midwest representative for the Western Conference Series. Agency for Pure Oil, heavy regional radio-tv advertiser, is Leo Burnett Co., Chicago.

Capital Airlines Moves to K&E

Capital Airlines, Washington, D. C., named Kenyon & Eckhardt, New York, as its advertising agency, effective Oct. 1, it was announced last week by David H. Baker, Capital president. Lewis Edwin Ryan, Washington, D. C., has handled the account for ten years. The change in agencies, Mr. Baker said, "implies no criticism of our present agency, which has done an excellent job for Capital. We have come to a point where it is essential that we have representation by one agency throughout the entire area of our route system and Kenyon & Eckhardt's regional office locations fit this pattern ideally."

Lyons Handles Revlon Radio-Tv

Revlon Inc. radio-tv activities at Dowd, Redfield & Johnstone, N. Y., will be handled by DR&J Radio-Tv Director William Lyons. Gene McMasters, vice president of the agency's drug division, had been identified by B•T with radio-tv [B•T, Sept. 23].

'McCALL'S' RECEIVES TvB COUNTERBLAST

- **Carr criticizes tv programs**
- **Cash brands talk as 'fiction'**

McCall Corp., whose "togetherness" theme has done much to cement the marriage between advertisers and the space salesmen at *McCall's* magazine, has come under sharp (return) fire from the Television Bureau of Advertising for attempting, TvB says, to instigate a divorce between advertisers and time salesmen.

On Sept. 17, addressing the Magazine Publishers Assn. fall conference, *McCall's* advertising vice president, William B. Carr, characterized tv advertising in these words: ". . . Today, they compare magazines with tv. This is so easy, because tv is so easy to understand. Any show with any rating at all is designed to interest a 15-year-old mind. So, it's simple. Make them laugh, make them clutch their chairs over a whodunit, or a chick that is about to miss the answer on who was the first President of the U. S.—That is advertising, they say. . . . It doesn't matter, really, whether the advertiser's product sells as a result of advertising. The show goes on and on, and nobody bothers too much to find out. This is the real sucker age in advertising. If an advertiser dares to ask for an accounting, the answer again is readily produced: 'Let us know right away. If you don't want this time spot, someone else does.' So the advertiser keeps on buying. . . ."

Speaking for the tv medium, TvB President Norman E. (Pete) Cash today (Monday) brands Mr. Carr's conclusion as "fiction" and says, "We were stunned by the apparent lack of knowledge, if not outright stupidity, about tv reflected in . . . [Mr. Carr's] comments.

"It appears Mr. Carr stole the MPA spotlight while amusing its members, but he must have these facts forcibly brought to his attention." The facts, according to TvB:

- Of the top 100 national advertisers, 45 spend more money in tv than all other media combined. Only nine of the 100 are basic magazine medium users.
- A number of major advertisers "prove tv's sales ability by their published 1956 sales records." Among them: Prudential Insurance Co. of America (58.5% of budget in tv, $8.3 billion in net sales—33.9% increase over 1955); Revlon Inc. (73.4% of budget in tv, $85.8 million net sales—66% increase over 1955); American Home Products (79.5% of budget in tv, $295.5 million net sales—26% increase over 1955).

Mr. Cash also quoted several major advertisers, including the Mennen Co. ("Tv . . . is better for us than any other medium in terms of cost-per-sale. . . . We attribute any sales increases since 1955 primarily to tv"); Eastman Kodak Co. ("Tv is perfect for us. . . . We can reach the family to-

COLORCASTING

The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

Oct. 1, 8 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

Oct. 9 (8-9 p.m.) *The Big Record,* Pillsbury through Leo Burnett, Kellogg through Leo Burnett, Armour through Foote, Cone & Belding and Oldsmobile through D. P. Brother.

Oct. 4 (2:30-3 p.m.) *Art Linkletter's House Party,* participating sponsors.

NBC-TV

Sept. 30, Oct. 1, 4, 7, 8 (1:30-2:30 p.m.) *Howard Miller Show,* participating sponsors.

Sept. 30, Oct. 1, 4, 8 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Sept. 30, Oct. 7 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel.

Oct. 1 (8-9 p.m.) *The Eddie Fisher Show,* Liggett & Myers Tobacco through McCann-Erickson.

Oct. 2, 3 (starting 12:45 in originating city) *World Series,* Gillette through Maxon. (If it is necessary to play games six and seven, scheduled for Oct. 9 and 10, the series will be colorcast on those days.)

Oct. 2, 9 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Oct. 3 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell.

Oct. 3 (10-10:30 p.m.) *Lux Show,* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Oct. 5 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Oct. 5 (10-11 p.m.) *The Dean Martin Show,* National Carbon through William Esty Co.

Oct. 6 (6:30-7 p.m.) *My Friend Flicka,* sustaining.

Oct. 6 (8-9 p.m.) *Steve Allen Show,* participating sponsors.

Oct. 8 (8-9 p.m.) *George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt; Liggett & Myers through McCann-Erickson.

FIRST
thru Imagination

imaginative programing has produced

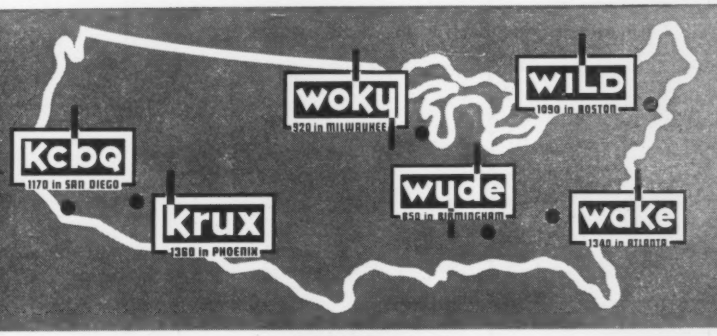
BARTELL GROUP FAMILY RADIO

✦ **FIRST** at **WOKY** Milwaukee, **KCBQ** San Diego, **WAKE** Atlanta, **KRUX** Phoenix . . . newest Bartell stations **WILD** Boston and **WYDE** Birmingham going up, up, up!

BARTELL IT . . . and SELL IT!

Sold Nationally by ADAM YOUNG, Inc.
for WOKY The KATZ Agency

THE BARTELL GROUP
B
RADIO FOR FAMILY LIFE


woky
920 in MILWAUKEE
WILD
1090 in BOSTON
Kcbq
1170 in SAN DIEGO
wyde
850 in BIRMINGHAM
krux
1380 in PHOENIX
wake
1340 in ATLANTA

America's **FIRST** Radio Family
Serving 10 Million Americans

gether and demonstrate the ease of operation of our cameras"), and General Foods Corp. ("Television offers the greatest potential audience, so tv gets more than half of the company's total media expenditures").

Mr. Cash also blasted Mr. Carr's remarks that while six magazines with five million circulation or up average 60 years in age "it will be a great day when any tv show lives to see 20 years, or 60 years, or 100 years in age . . . in fact, 2 will get you 10 that not a single tv show in the first 10 rating today will even be in existence 10 years from now." TvB's answer:

"I'm sure that the magazines he refers to in his comparison have changed content matter as well as editorial policy through their . . . years of existence to keep up with the times. Tv shows continue to change to meet public demand and interest. Tv demonstrates its popularity, for the record of 1957 shows 53 television programs with an audience of over 10 million homes each. What magazine advertisement has been read by 10 million homes—and what combination of magazines will ever hope to establish an audience of over 100 million people such as *Cinderella* has demonstrated in a single performance via television?

"Rather than blasting the ears of the advertiser, who really needs the finest of marketing data as profits are squeezed, why doesn't the Magazine Publishers Assn. plan to tell the advertiser the size of his audience —not the magazines' total audience, how this audience builds in the course of a week or a month, the number of different homes reached and the frequency of reach, the audience in terms of age of housewife, family size, territory, age of children, county size—what audience the magazine advertisement reaches in terms of families consuming the product offered for sale in the magazine ad and the relationship of that reader and product consumption.

"The TvB and the television industry have this data for the advertiser."

Mr. Cash concluded: "It's about time the magazine medium furnished such data and stopped wasting people's time with fiction-filled diatribes."

SELF-SERVICE DEALERS PREFER TV

Television scores an average 79% as the major national advertising medium of self-service dealers, who feel it helps them most in moving goods through their stores.

Tv's high mark as a goods mover is reported in a survey by the Market Planning Corp., results of which were released last week. The study was commissioned by CBS-TV in December 1956 to determine the attitudes of self-service retailers toward six major media used by national advertisers.

The study is noted in CBS-TV's new tv promotion film, "Depth Study," now being made available to business and general audiences throughout the U. S. by the network and its affiliates [CLOSED CIRCUIT, Sept. 23]. Newsmen previewed the 14-minute film in New York Monday.

The six media included in the MPC survey: tv, newspapers, magazines, radio, Sunday supplements and billboards. A total of 2,423 responses were recorded from self-service dealers. Of that number, 799 grocers were surveyed, with 78% listing tv as presenting the most help; 19%, newspapers; 2% magazines, and 1% radio. None mentioned supplements or billboards. Druggists canvassed numbered 801 with these responses: 89%, television; 9%, newspapers; 1% magazines and nothing for the other media. In the hardware category (414 interviewed), 68% of the dealers mentioned tv; 20%, newspapers; 9%, magazines; 1%, radio; 2%, Sunday supplements, and none, billboards. Variety self-service dealers: 75%, television; 18%, newspapers; 3%, magazines, and both radio and Sunday supplements, 2%, with billboards again not mentioned.

As part of the survey, the dealers were asked to place themselves in the role of national advertisers and divide $1 million hypothetically among the major media. The weighted average showed tv allocated $508,000, newspapers $198,000, radio $107,000, magazines $92,000 and other media smaller amounts.

The color film, produced by Terrytoons Div. of CBS-TV Film Sales at a cost understood to exceed $100,000, deals with tv's role in American life. It tells a story of three archeologists who set out on an expedition to uncover the roots of the present U. S. culture and who dig back to an earlier civilization (1946) and then proceed to trace the evolution of the tv era with each interpreting the findings from the economic, sociologic and communication points of view.

Theme: tv has proved ideally suited to meet certain social and economic needs of the times, and thus its rapid growth, its tight weave in the fabric of American life and its effectiveness in moving messages and merchandise.

The film was shown to the CBS-TV Affiliates Assn. board of directors about a month ago in unfinished form and is expected to be shown by the network to national advertisers and agencies, among others, with affiliates presenting the film to local social, educational and professional groups as well as clients. The film also is in a form suitable for on-air use.

According to CBS-TV, a "second edition" of the study to be released in about two months will present "new information" on tv's role in automobile selling.

Market Changes Call for Skill, Lewis Tells Boston Broadcasters

The greatest challenge to American business is the ever-changing problems of marketing, William B. Lewis, president of Kenyon & Eckhardt, New York, told the Broadcast Executives Club in Boston Thursday. Mr. Lewis pointed out that advertisers are requiring their agencies to be more skillful and more effective in all areas of marketing, whether broadcast media or print.

"We must have the facts and many of them," he said, noting that this applies particularly to broadcast opportunities because "while the rewards for success in broadcasting are greater than those of any other medium, the risks of failure also are numerous."

He said that "of 32 half-hour evening dramatic shows which opened on the networks for the 1956-57 season, only eight survived. Putting it more forcefully, there were 24 failures in this one category alone."

He described broadcasting as the "most dynamic" means of advertising, for "here we are dealing with forces that penetrate deeper than the printed page." But for certain tasks, Mr. Lewis said, "nothing will ever supplant newspapers and magazines."

Mr. Lewis also noted that pay-tv has become one of the liveliest issues before the broadcasting industry. "What has interested me most as a bystander in all this discussion is that neither side has publicly considered the possibility of combining commercials-sponsored television with pay-tv," Mr. Lewis said. "Why not run advertising with pay-tv?" That seems logical and certainly worthy of study. . . . No one stops to consider that it would cost the public several dollars a copy—not five or ten cents—for their daily newspapers were it not for advertising revenue."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,262,000 people in the U. S. over 12 years of age during the week Sept. 15-21. This is how they spent their time:

65.1%	(80,244,000)	spent	1,755.3 million hours	WATCHING TELEVISION
53.6%	(66,068,000)	spent	983.2 million hours	LISTENING TO RADIO
82.9%	(104,184,000)	spent	405.3 million hours	READING NEWSPAPERS
29.0%	(35,746,000)	spent	160.1 million hours	READING MAGAZINES
24.7%	(30,446,000)	spent	385.1 million hours	WATCHING MOVIES ON TV
33.9%	(41,844,000)	spent	175.0 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

• All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

OF GREAT ACCOUNT

Vera Brennan

"From KMTV, we expect and get excellent programing, tailored merchandising and experienced production. Our schedules on KMTV have resulted in fine sales in the Omaha market."

VERA BRENNAN
Broadcast Coordinator

SULLIVAN, STAUFFER
COLWELL AND BAYLES — N. Y.

Photo by BERNARD BACHRACH

KMTV SERVES MORE TV HOMES THAN ANY OTHER STATION IN NEBRASKA, IOWA AND KANSAS!

COLOR TELEVISION CENTER KMTV **NBC-TV**
OMAHA • CHANNEL 3
Represented by
EDWARD PETRY & CO., INC.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

IT'S EDSEL • Edsel Div., Ford Motor Co., has signed for alternate week sponsorship of NBC-TV's *Wagon Train* (Wed. 7:30-8:30 p.m.), effective Oct. 23. Agency is Foote, Cone & Belding, N. Y. Co-sponsors on alternate weeks are Drackett Co. and Lewis-Howe Co., both signed earlier.

AMC ACTIVITY • American Motors Corp., Detroit, for Nash, Hudson, Rambler and Metropolitan cars, understood to be considering year-round broadcast spot activity after introducing '58 models this fall. With no network tv in its future (AMC dropped ABC-TV's *Disneyland* at end of last season), reports are that car maker will boost rate of tv advertising. AMC won't reveal kick-off date of introduction drive, understood but not confirmed to be on or about Oct. 23.

On network radio, where AMC has been riding strong via NBC's *Monitor*, car maker intends to fill in in what it calls "non-*Monitor* markets," areas not blanketed by weekend service program. Agency: Geyer Adv., N. Y. This will be first year Geyer has handled full introduction on all AMC autos. (Hudson last year was still at Brooke, Smith, French & Dorrance.)

SECOND SPEC • Pontiac Motors Div., General Motors Corp., already signed for half of one spectacular (NBC-TV's *Annie Get Your Gun* with Mary Martin on Nov. 27 [with Pepsi-Cola Co.]), has signed for its second musical special, Victor Borge "one-man show." Slated for CBS-TV Feb. 19, one-hour show will pre-empt Colgate-Palmolive Co.'s *The Millionaire* (Wed., 9-9:30 p.m., Ted Bates & Co.) and R. J. Reynolds Tobacco Co.'s *I've Got a Secret* (9:30-10 p.m., William Esty Co.). MacManus, John & Adams Inc., Bloomfield Hills, Mich., and N. Y., is Pontiac agency.

PLUS NINE • Nine more advertisers have signed to sponsor NBC-TV's *Nat King Cole Show* on cooperative basis and two current sponsors have extended sponsorship. Program, aired Tuesday 7:30-8 p.m., now has 15 sponsors in 14 markets.

Advertisers and stations newly signed include Gunther Brewing Co. (now sponsoring program on WRC-TV Washington) on WBAL-TV Baltimore; Commercial Solvents Corp., for its anti-freeze, WBUF (TV) Buffalo; Colgate-Palmolive Co. (now sponsoring series over KRCA (TV) Los Angeles) and Continental Baking Co., WNBQ (TV) Chicago; Folger's coffee, Rival dog food and George Wiedemann Brewing Co., WLWT (TV) Cincinnati, Ohio; Gold Bond beer, KYW-TV Cleveland; Swan Cleaners, WLWC (TV) Columbus, Ohio; Coca-Cola Co., KPRC-TV Houston, and Wilen Wine, WRCV (TV) Philadelphia.

APPLE PIE • Washington State Apple Commission will put $500,000 into media advertising between October and May. Budget, triple last year's appropriation, will reach all U. S. except New England, with $200,000 planned for use this year. Campaign will rely heavily on newspapers, with tv planned in selected markets, supplemented by radio in spot markets. Agency: Cole & Weber, Portland, Ore.

STEPPING INTO RADIO • Capezio Inc. (women's shoes), N. Y., an exclusive slick-magazine advertiser, will test radio for 13 weeks starting Oct. 16. Initial purchase has Capezio sponsoring a once-a-week 55-minute recorded ballet music program on WQXR New York. Hockaday Assoc., N. Y., is Capezio agency.

LEVERAGE • Lever Bros. has signed to sponsor NBC-TV's *Father Knows Best* (Wed. 8:30-9 p.m.) on alternate weeks starting Wed. Agency: J. Walter Thompson Co., N. Y. Alternate week sponsor is Scott Paper Co.

HITCHCOCK FANS • Bristol-Myers Co., N. Y., has renewed sponsorship of *Alfred Hitchcock Presents* (Sun. 9:30-10 p.m.) on CBS-TV through October 1959. New contract with MCA-TV, agent for Hitchcock, also includes option of renewing show from Oct. 4, 1959, to October 1961. Young & Rubicam, N. Y., is agency.

CELEBRATING the contract that reunites Sid Caesar and Imogene Coca on television [AT DEADLINE, Sept. 23] are (l to r): Helena Rubinstein, founder of the cosmetic house that will sponsor the team on ABC-TV; Miss Coca, Mr. Caesar and Oliver Treyz, ABC vice president in charge of the television network.

COLOR FAN • RCA has signed as alternate-week sponsor of two NBC-TV color programs, *The Price Is Right* (Mon. 7:30-8 p.m.) and *Tic Tac Dough* (Thurs. 7:30-8 p.m.). Speidel Corp. and Warner-Lambert Inc. will sponsor *The Price Is Right* and *Tic Tac Dough*, respectively, on alternate weeks, as previously announced. RCA agency is Kenyon & Eckhardt, N. Y.

CLEAN BUY • Lehn & Fink Products Corp. (Lysol), N. Y., has signed to sponsor *Truth or Consequences* on NBC-TV alternate Thursdays for Lysol home disinfectant through McCann-Erickson, N. Y. Advertiser is shopping for second network show for Lysol. New copy theme stresses household cleaning applications rather than previous "semi-medical" connotation.

'TODAY'S' ACTION • Four advertisers have signed for total of 36 participations on NBC-TV's *Today* show (Mon.-Fri. 7-10 a.m. EDT). The advertisers: Bridgeport Brass Co. (Copperware cooking utensils), through J. M. Mathes Inc., N. Y., has ordered 17 participations between Oct. 7 and Dec. 13; California Prune Advisory Board, through Botsford, Constantine & Gardner, Portland, ordered 14 participations starting Oct. 9; Ben-Mont Papers Inc. (gift wrappings), Bennington, Vt., through William B. Remington Inc., Springfield, Mass., ordered three participations between Nov. 29 and Dec. 6, and Asco Electronics Co. (Flea-Gard), Boston, through Jerome O'Leary Adv., that city, ordered two participations for Oct. 31 and Nov. 8.

LONGEVITY RECORD • Kraft Foods Co. has renewed on NBC-TV for another year its sponsorship of *Kraft Television Theatre* (Wed. 9-10 p.m.), effective Oct. 2. Agency: J. Walter Thompson Co., N. Y. Kraft has sponsored series since inception in May 1947.

BIG TIME • CBS Radio's *Philip Morris Country Music Show*, broadcast on regional network basis since July 5 (Fri. 10:30-10:55 p.m.) will be extended to full network program beginning Oct. 6 (Sun. 9:05-9:30 p.m.). Philip Morris Inc., N. Y., is sponsor, through N. W. Ayer, N. Y.

DAY & NIGHT • New business totaling $300,000 in gross billings has been placed with NBC-TV's *Today* and *Tonight* programs by five advertisers in the past two weeks. Orders for a total of 58 participations on the two programs came from P. H. Hanes Knitting Co., White Motor Co., Mystik Adhesive Products Inc., General Time Corp. and L. C. Forman & Sons (piccalilli food products).

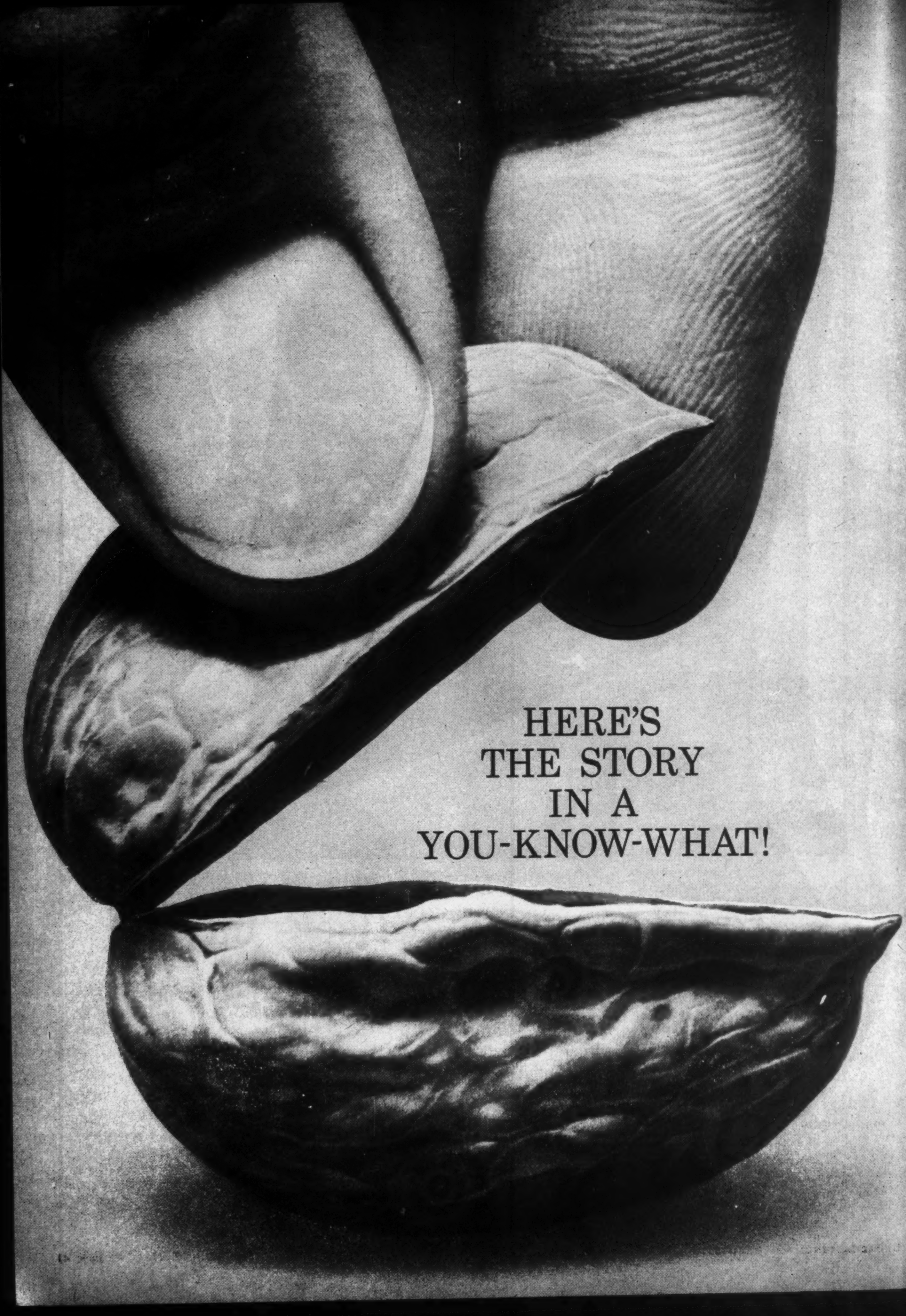
IN THE HOOP • For the second successive year, Standard Oil Co. of Indiana has signed to sponsor Big 10 basketball games over a regional tv network of the Sports Network in Michigan, Indiana, Illinois, Missouri, Minnesota, Wisconsin and Iowa, Series of 13 Saturday games starts Dec. 14. Agency is D'Arcy Adv., Chicago.

Rice CHEX
Pepsi-Cola
INSTANT FELS NAPTHA
FREE GIFTS
Blue Bonnet
VANITY FAIR
Spry
OLD MANSE SYRUP
Nylon Stocking Offer on Back
France Instant
BEECH-NUT GUM
Hit Parade
HEINZ 57 Campside BEANS
JELL-O New INSTANT PUDDING
No Cooking BUSY DAY
Franco-American
Pepsodent
NEW!
Instant POSTUM
Gerber
Pacquins
BAYER
LISTERINE
ARRID

Top-drawer advertisers buy WGN-radio in Chicago

You're in good company when you join the nation's smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients.

Consistent high program quality, at the lowest cost, makes WGN a good buy—your smartest buy today in Chicagoland!


HERE'S
THE STORY
IN A
YOU-KNOW-WHAT!

No doubt about it, there's many a truth spoken in gist. CNP's philosophy can be spelled out very briefly:

We believe in Planned Production. With our "Boots and Saddles—the Story of the Fifth Cavalry" just released for syndication, we're well on the way to completion of our next series, "Union Pacific." And the cameras are set to roll on yet another series. Continuity of effort like this is why we have and hold some of the best creative people in the business.

Our production plans are our own. We have full confidence in the continued growth of non-network television, and we have undertaken to supply its program needs on a regular basis. The result: film of far greater quality per dollar invested than is possible in an intermittent, piecework, patchwork operation. The beneficiaries: non-network advertisers, broadcasters, the public, and us.

Our creative decisions are our own. We believe that tailoring a series to the assorted demands of all potential customers only leads to the kind of programming that's best described as corned beef hash.

Our timing is our own. When we produce a new series, it's because our own best creative judgment tells us that a series is ripe for the making—not because a "pilot film" has lured enough advance sales to underwrite any part of our negative costs.

We don't create consumers and we don't create advertising. We *do* create entertainment that *energizes* consumers for advertising. And because CNP production doesn't wait on sales, temporary fluctuations, or other people's opinions, we'll always be ready, as we are right now, with prime syndicated TV film product to meet the growing needs of an expanding Non-Network Market. That's the CNP story in a nutshell.

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

Visible Success Seen For Those Unseen Ads

The "invisible commercial" has met with a visible success—"interest-wise." So reports James M. Vicary, who this Thursday will fly to London to stir up additional controversy in his "subliminal commercial" abroad [B•T, Sept. 16]. Last year, when news of his "invisible spot" leaked to the British press, the non-commercial BBC's tv network conducted a clinical experiment with the spot, resulting in heated debate in Great Britain.

Over the last week, Richard E. Forrest, an executive of the Subliminal Projection Co., New York, has been meeting with interested advertisers and agencies for a "skull session." (One agency, which services an international tobacco account, was told by the client from London to "go out and find those subliminal people," it was reported. So world-wide is the publicity on this radically different commercial technique that the client first had heard about the sub-threshold spot from one of its cigarette subsidiaries in Australia).

While considerable discussion with the agencies dwelt on the "ethics" of "sneaking" in commercials to an "unsuspecting audience" (via a 1/3,000th-of-a-second "flash" unseen by human eyes but "felt" nonetheless), it was learned that at least two major tv advertisers had expressed more than a passing interest. The Subliminal Projection Co. asks $100,000 for the first use of the technique on a network show. For the $100,000, the advertiser would lease the special projector needed to throw the "invisible" image onto the tv tube (light intensity less than that of the picture being shown or seen). It also would be retaining a specially-trained SPC engineer and would pay for a special image print of the slogan or trademark, whichever was to be used as a "reminder" message.

Mr. Vicary explained the "steep price" by saying that the advertiser would be paying for an exclusive, first-run test of the method. By contracting for the first use of the "subliminal sell," the advertiser, said Mr. Vicary, could stock his retailers' shelves with the product, then sit back "and watch the results." Mr. Vicary, head of his own motivation research organization, added that "in fairness" to the unsuspecting viewers, they would be alerted to the fact that they would be bombarded by thousands of sub-threshold messages during the course of the program. "In fairness to the advertiser's investment," however, the audience would not know just what the message would say. A 30-minute program using the commercial technique would open with a full-length advertisement and would close with one. The middle commercial would be eliminated.

This week or possibly next, Subliminal Projection Co. will hold special screenings for its "best prospects." It does not intend to show the commercial to "each and every" agency because it is not physically equipped in its small offices to handle "the number of admen who want to see it."

Another reason offered for the steep one-shot price tag of $100,000: An advertiser would reap "thousands of dollars of free publicity" from letting it be known that his show would be the first in tv history to use the new technique. It also was claimed that the networks are eager to see their respective clients sign up for the subliminal commercial because of the "phenomenal ratings" their shows could then pull, at the outset, on the basis of curiosity.

MORSE DEFENDS MOTIVATIONAL RESEARCH

A leading woman agency executive has described as "cynical" the contention by author Vance *(The Hidden Persuaders)* Packard that advertising people employ motivational research to plumb the depths of women's minds in order to exploit them.

Defending MR as a tool of advertising and marketing planning, Julia Morse, vice president and account executive and chairman of the special Women's Point of View Committee at Anderson & Cairns, New York, said the agencies use MR to aid the consumer by understanding her needs rather than to "trick" the housewife into buying things she does not want.

At the same time, Mrs. Morse expounded on importance of the woman account executive in today's market by citing the woman's role in planning some of the most successful food campaigns, among them Campbell soups and Nabisco crackers.

Speaking at a meeting of the Washington Square Business and Professional Club in New York Sept. 12, Mrs. Morse said, "Women advertising executives tend to find the true appeal directlv in the product rather than on showmanship, based primarily on a woman's knowledge of how other women think and feel." Furthermore, a woman "does not detach herself from feelings of responsibility for the home and family during her work. And, being emotionally involved, she does not ordinarily work with the attitude of 'putting something over.' The result is warmth and sincerity in advertising to which women more naturally respond."

Mrs. Morse found "significant" that McCann-Erickson, one of the agencies cited by Mr. Packard as depending rather heavily on MR, has recently appointed a woman—Margot Sherman—as chairman of the creative board.

The Washington Square club, composed of women representing 60 professions, is affiliated with the National Federation of Business and Professional Women's Clubs, comprising 165,000 women throughout the U. S.

BIG GUN in the biggest ad campaign in the history of Kretschmer Wheat Germ Corp., Carrollton, Mich., is participation in Don McNeill's *Breakfast Club* on American Broadcasting Network [B•T, Sept. 9]. Here Charles H. Kretschmer Jr., president of the sponsoring firm, signs a 52-week contract for the ABN schedule. William H. Aaron of the George H. Hartman advertising agency looks on as Mr. McNeill gets the feel of the product.

Eight N. Y. Radio Stations Carry 8,000 Spots Weekly, Study Says

More than 8,000 spot announcements and hundreds of program periods are sponsored by national spot and local advertisers on eight New York radio stations in a single week.

These figures are based on a one-week off-the-air monitoring report issued last week by Broadcast Advertisers Reports Inc. They do not include the commercial time on well over a score of other New York area radio stations, or commercials before 6 a.m. and after midnight on weekdays or before noon on Sundays on the eight stations monitored.

The report, based on tape recordings, shows that on the eight stations in the hours monitored a total of 493 brands bought more than 8,000 spot announcements, 281 five-minute periods, 126 ten-minute periods, 86 quarter-hours and 22 half-hours during the week ended Aug. 11. The eight stations: WABC, WCBS, WINS, WMCA, WMGM, WNEW, WORK and WRCA.

The report, similar to others that BAR compiles in both radio and television in a score of major markets throughout the country, contains separate sections listing the advertisers on each of the monitored stations, detailed schedules of each advertiser and advertisers and products in order of air occurrence (including time of each commercial).

N. Y. AMA Sets Luncheon Talks

American Marketing Assn.'s New York chapter will hold a schedule of 24 luncheon discussion group meetings at the Brass Rail in New York, in six categories: copy research, industrial marketing, international marketing, market research, media re-

NIELSEN

TOP 10 NETWORK PROGRAMS

Radio Report for July 28-Aug. 10

TOTAL AUDIENCE *

Rank		Homes (000)
Evening, Once-A-Week (Average)		(385)
1.	*Heavyweight Champ. Fight*	2,167
2.	*Gunsmoke* (Gen. Mills-Sun.)	915
3.	*Great Gildersleeve*	867
4.	*Gunsmoke* (Sterling)	819
5.	*Gunsmoke* (Dodge-Sun.)	819
6.	*Monitor*	674
7.	*FBI in Peace & War*	674
8.	*Cavalcade of Sports*	674
9.	*People Are Funny*	674
10.	*Bob & Ray*	626
Evening, Multi-Weekly (Average)		(433)
1.	*Amos 'n' Andy*	770
2.	*Lowell Thomas*	770
3.	*News of the World*	722
Weekday (Average)		(770)
1.	*Ma Perkins* (2nd Half)	1,348
2.	*Young Dr. Malone* (1st Half)	1,348
3.	*Ma Perkins* (1st Half)	1,300
4.	*Helen Trent* (2nd Half)	1,300
5.	*Our Gal Sunday* (2nd Half)	1,300
6.	*Helen Trent* (1st Half)	1,252
7.	*Young Dr. Malone* (2nd Half)	1,252
8.	*Our Gal Sunday* (1st Half)	1,252
9.	*Nora Drake* (2nd Half)	1,204
10.	*My True Story*	1,204
Day, Sunday (Average)		(289)
1.	*Woolworth Hour*	1,252
2.	*Robert Trout*	819
3.	*Indictment*	722
Day, Saturday (Average)		(433)
1.	*Gunsmoke* (Gen. Mills)	1,396
2.	*Gunsmoke* (Midas)	1,348
3.	*Gunsmoke* (Dodge)	1,252

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000 the estimated July 1, 1957 total United States radio homes.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Amos 'n' Andy Music Hall (CBS-174): Cowles (M-E), Mon.-Fri. 7-7:45, Sat. 12:05-12:30 p.m.

Bob and Ray (NBC-186): General Mills (D-F-S), Sat. 9:35-10 p.m.

Cavalcade of Sports (NBC-176): Gillette (Maxon), Fri., 10 p.m.-conclusion.

FBI in Peace & War (CBS-183): sustaining, Sun. 6:10-6:30 p.m.

Great Gildersleeve (NBC-148): participating sponsors, Tues. 8:05-8:30 p.m.

Gunsmoke (CBS-198): General Mills (D-F-S), Sterling Drugs (D-F-S), Dodge (Grant), Midas (Bozell & Jacobs) and others, Sat. 12:30-1 p.m., Sun. 6:30-7 p.m.

Heavyweight Championship Fight (NBC-184): Buick Div. of General Motors (Kudner), Mon. July 29, 10 p.m.-conclusion.

Helen Trent (CBS-193): Lever (K&E), Scott (JWT), Mon.-Fri., 12:30-12:45 p.m.

Indictment (CBS-167): Lorillard (Y&R), Sun. 5:05-5:30 p.m.

Ma Perkins (CBS-194): Lever (K&E), Lipton (JWT) and others, Mon.-Fri. 1:15-1:30 p.m.

Monitor (NBC-186): participating sponsors, NBC weekend service.

My True Story (ABC-300): participating sponsors, Mon.-Fri. 10 a.m.

News of the World (NBC-169): participating sponsors. Mon.-Fri. 7:30-7:45 p.m.

Nora Drake (CBS-183): Scott (JWT) and others, Mon.-Fri. 1-1:15 p.m.

Our Gal Sunday (CBS-194): Scott (JWT), Colgate-Palmolive (Bryan Houston), Mon.-Fri. 12:45-1 p.m.

People Are Funny (NBC-154): participating sponsors, Wed. 8:05-8:30 p.m.

Lowell Thomas (CBS-199): Delco-General Motors (Campbell-Ewald), Mon.-Fri. 6:45 p.m.

Robert Trout (CBS-193): General Motors (Campbell-Ewald), Sun. 5 p.m.

Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.

Young Dr. Malone (CBS-190): Scott (JWT), Lever (K&E), Mon.-Fri. 1:30-1:45 p.m.

search and merchandising-sales promotion. The first, in copy research, is scheduled for Thursday, and will feature Donald B. Armstrong Jr., vice president, media research and marketing services, McCann-Erickson, New York.

N. Y. Ad Women Set Course

Advertising Women of New York has announced plans for the group's 27th annual advertising course, a series of 10 lectures beginning this Wednesday and entitled, "Where in the World Are You Going in Advertising?" Weekly sessions will be held Wednesday, 7-9 p.m., at 556 Fifth Ave. (Schrafft's Grill Room, second floor). The fee for the course, which is open to anyone interested in advertising, is $20.

Cincinnati Council of AAAA Formed

Establishment of a Cincinnati Council of the American Assn. of Advertising Agencies was announced last week by AAAA. Newly-elected officers of the Cincinnati Council are: C. M. Robertson Jr., president, the Ralph H. Jones Co., chairman; Edmund R. Strauchen, senior partner, Strauchen & McKim Adv., vice chairman; C. Thomas Martin, president, Stockton, West, Burkhart Inc., secretary-treasurer.

Robinson Agency Changes Name

Elwood J. Robinson & Co., Los Angeles, has changed its name to Robinson, Jensen, Fenwick & Haynes Inc., according Elwood J. Robinson, founder and head of the agency since its inception in 1922. He stressed that the change in name involves no changes in personnel. Mr. Robinson is president of the new corporation; Melvin A. Jensen is executive vice president; David R. Fenwick and John W. Haynes are vice presidents; Robert C. Neuman, media director, is treasurer. Eola E. Gass continues as secretary and Robert Ballantyne is legal counsel.

AGENCY APPOINTMENTS

Tru-Ade Co. (soft drinks), Elgin, Ill., appoints Clinton D. Carr & Co., Baltimore, Md.

Great American Oil Co. (distributor of Deep Rock petroleum products), Chicago, appoints Grant, Schwenck & Baker Inc., same city.

World Wide Automobile Corp. (eastern distributor of Volkswagen foreign cars) appoints North Adv. Inc., N. Y., to handle its advertising.

Autopoint Div., Cory Corp. (ballpoint pens), Chicago, appoints Olian & Bronner Inc., same city, to handle all consumer and trade advertising.

Coastal Foods Co. (Phillips and Gibbs brands), Cambridge, Md., division of Consolidated Foods, Chicago, appoints W. B. Doner & Co., Baltimore.

Holly Sugar Corp., Colorado Springs, appoints Mottl & Siteman Adv., Beverly Hills, Calif.

Kretschmer Wheat Germ Corp. (cereals), Carrollton, Mich., names George H. Hartman Co., Chicago.

Weco Products Co. appoints Russel M. Seeds Co., Chicago, to handle advertising for its newly-acquired Ivo Div. (formerly Ivo Inc. [toiletry preparations]), West Bend, Wis.

Manners Big Boy Restaurants (chain of 20 restaurants), Cleveland, Ohio, names McCann-Erickson, same city.

Paul Masson Inc. (wineries), S. F., names Weiner & Gossage as its new agency. Account had been serviced by Geyer Adv., N. Y. W&G is new agency formed out of former J. J. Weiner & Assoc.

A&A SHORTS

Charles Bowes Adv., L. A., reports that more than 20% of company's capital stock is held by key employes under new stock purchase plan.

Donahue & Coe, N. Y., signs long-term lease to occupy two floors in new 47-story Time & Life Bldg. to be built in mid-Manhattan. Building is scheduled for occupancy in fall of 1959.

Mark Schreiber Adv., Inc., Denver, Colo., announces move to new building at 1090 Fox St.

Wyatt & Bearden Adv., Dallas, changes its name to **Jack Wyatt Co.** and reports it plans no changes in personnel or account servicing.

TRUE BLUE AT GREY

Why all the talk about job turnover in the advertising field? Mused Lawrence Valenstein, Grey Adv.'s board chairman. Pursuing this question, Mr. Valenstein looked up the records at Grey and issued a news release that pointed unabashedly to Grey's stability in personnel—"a nucleus at Grey who have contributed a combined 1,000 years of service" (over a 40-year span). While the agency was at it, Mr. Valenstein was held up as an example of a Grey executive who has been in his first and only job for 40 years. Noted the release: "Mr. Valenstein, who started the agency with $100 he borrowed, and is seeing Grey's billings approach the $50 million mark, boasts that 'people are our most precious asset.' "

Same blanket... new label

Same power-packed station lineup, same blanket western coverage. Only the label is changed. From now on, the Columbia Pacific Radio Network is going to be called the CBS Radio Pacific Network. That way, you know at a glance who we are and the things we are proud of.

CBS RADIO PACIFIC NETWORK

REPRESENTED BY CBS RADIO SPOT SALES

MR. LANDAU

MR. UNGER

MR. GOLDMAN

MRS. REIN

Top Level Promotions Made At National Telefilm Assoc.

In a move said to reflect "the rapidly expanding activities of National Telefilm Assoc.," Ely A. Landau, co-founder and president, today (Monday) assumes the newly created post of chairman of the board of NTA.

In announcing the action today, Mr. Landau also said that Oliver A. Unger, executive vice president of NTA, has been advanced to president; Harold Goldman, vice president in charge of sales, becomes executive vice president, and Edythe Rein, vice president in charge of operations and administration, becomes senior vice president.

Mr. Landau said the realignment of positions was dictated by the growth of the company, including its expansion from program distribution to such areas as film production, network operations (NTA Film Network) and television station ownership. NTA recently purchased KMGM-TV Minneapolis and is reported to be in the closing negotiation stages for the purchase of WAAT-WATV (TV) Newark for an estimated $3 million. Mr. Landau said Thursday the contract for the purchase of the Newark stations has not been signed. He declined to state whether a final agreement has been reached.

Madden to Speak on Bartering At New York Film Council Meet

The topic of "Television Film Barter—A New Trend?" will be discussed at a luncheon meeting of the National Television Film Council in New York this Thursday by Edward D. Madden, who assumes the presidency of the advertising agency, Keyes, Madden & Jones, New York, tomorrow (Tuesday).

Mr. Madden served most recently as vice president of International Latex Corp., which has been involved on a long-term and extensive barter transaction with C&C Television Corp., distributor of the RKO Library of feature films. Mr. Madden previously was with NBC as vice president in charge of television operations and sales and with McCann-Erickson, New York, as a vice president.

Smith to Official Films Post

Appointment of Stan Smith to the newly created position of sales manager of Official Films Inc., New York, was announced last week by Ray Junkin, vice president and director of sales. Mr. Smith has been an account executive with Official since 1955 and earlier had been eastern sales manager for ABC-TV and an account executive with Associated Press.

FILM SALES

ABC Film Syndication, N. Y., announces seven additional sales on its *26 Men* half-hour tv film series. Purchasers are WXYZ-TV Detroit; KSLA-TV Shreveport, La.; WKRG-TV Mobile, Ala.; KARD-TV Wichita, Kan., KFVS-TV Cape Girardeau, Mo.; Ranier beer for Yakima, Wash., and Biel Food Stores for Corpus Christi, Tex.

Screen Gems, N. Y., reports sale of *Casey Jones* half-hour series, on alternate week basis in 18 markets, to American Dairy Assn., Chicago.

RANDOM SHOTS

Trans-Lux Television Corp., N. Y., has opened branch office in Chicago at 1314 S. Wabash Ave. Telephone is Webster 9-0268.

Scope Inc., Coral Gables, Fla., moves to 146 Almeria Ave.

RUSSELL CLANCY (l) and Charles W. Goit were named national sales directors for Television Programs of America, New York, it was announced last week by Michael M. Sillerman, executive vice president. At the same time Mr. Sillerman announced that the department will be expanded under Messrs. Clancy and Goit.

He explained that the reason for two national sales directors was that TPA plans to introduce more new programs and that at least five will start within the next few months. Three of these are *Airline Hostess, Dude Ranch* and *Turning Point.*

Pulse proves it . . . ARB proves it . . .

All Southeastern Michigan
tunes to WJBK-TV
most often and most regularly

has the Tune-In that shows up in Sales

You can reach 9 billion dollars in buying power with this amazing one-station buy! Pick the station that really saturates the nation's fifth market, including big-spending Metropolitan Detroit and the heavily populated Flint and Port Huron areas.

Detroit's Channel 2 **WJBK-TV**

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower

TOP CBS AND LOCAL PROGRAMS

A STORER STATION

Represented by THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

CBS BUYS KWK-TV FOR $4 MILLION

Sale of ch. 4 KWK-TV St. Louis to CBS for approximately $4 million was filed with the FCC last Thursday [Closed Circuit, Sept. 9, B•T, Aug. 26]. Not affected by the negotiations are KWK Inc.'s radio outlets (KWK St. Louis and WGTO Haines City, Fla.).

Concurrently, CBS will turn over its construction permit for ch. 11 in St. Louis to 220 Television Inc., one of three unsuccessful applicants for that facility last March. This latter move terminates litigation in which 220 Television Inc. (Kopler hotel interests) along with the other losers, St. Louis Telecasting (60% owned by St. Louis U.) and Broadcast House Inc. (former operator of ch. 36 KSTM-TV East St. Louis) had appealed the FCC's ch. 11 grant to CBS last March.

Under terms of the agreement, 220 Television becomes the surviving contender for ch. 11 by giving $200,000 in debentures to each of the other two litigants. No consideration was involved in 220 Television's acquisition of the ch. 11 permit.

Futhermore, it is specified that 220 Television has first refusal to buy KWK St. Louis when that radio property, along with WGTO, is liquidated within a year after the tv sale in order to realize tax benefits.

The ch. 4 sale price breaks down to $1.5 million for the tv license and $2.44 million for physical properties. The contract also stipulates that the sales price can be modified from time to time up to final closing.

KWK Inc. currently is owned by Robert T. Convey and associates, 28%; the *St. Louis Globe-Democrat* (Newshouse interests), 23%; Elzey Roberts, 23%; KSTP Inc., 23%, and approximately 20 St. Louis citizens, 3%.

KWK Inc.'s balance sheet, covering all of its tv and radio holdings, as of July 31, 1957, showed current assets of $2,714,656.50 and total assets of $4,531,697.54. Current liabilities as of July 31 were $1,128,381.29. Surplus May 1 was $2,564,854.26. For the three-month period ending July 1 net profit was $232,086.41. Net working capital was listed at $1,586,275.21.

Following the filing last week, CBS announced that its underlying purpose in concluding the transaction was to provide the St. Louis area with full CBS-TV network and local service at the earliest possible date, at the same time providing viewers with continuity of CBS-TV programs on ch. 4 in that city.

"The transaction provides further certainty and clarity to the status of television in St. Louis by bringing an end to litigation concerning ch. 11, thus providing assurance to St. Louis viewers of additional service with the delays that might be caused by further litigation," the network said.

CBS, in addition to owning KMOX St. Louis, has WCBS-AM-TV New York, WBBM-AM-FM-TV Chicago, KNX-AM-FM and KNXT (TV) Los Angeles, WHCT (TV) Hartford, Conn., WEEI-AM-FM Boston and WXIX (TV) Milwaukee.

Former Sen. Wheeler, 2 Sons Purchase KRIZ for $215,000

The sale of KRIZ Phoenix to former U. S. Sen. Burton K. Wheeler and two of his sons (Richard B. and John L.) by Howard Loeb for $215,000 (including a 10-year lease on real property) was announced last week. The Wheelers are paying $100,000 for personal property, $10,000 a year for 10 years to lease the station's real property, after which they have a contract to buy the real estate for $15,000.

The senior Wheeler was a Democratic senator from Montana from 1923-47 and former chairman of the Senate Commerce Committee. He currently practices law in Washington with a third son, Edward K. The Wheelers (except Edward) also own KTLN Denver with Edwin C. Johnson (a former U. S. senator and also chairman of the Senate Commerce Committee and former governor of Colorado). KRIZ is on 1230 kc with 250 w.

Also announced last week were the sales of WPFA Pensacola, Fla.; WOOW New Bern, N. C., and WCRE Cheraw, S. C., all handled by Hamilton, Stubblefield, Twining & Assoc., station broker.

Richard C. Fellows and Robert Thorne, both of Jacksonville, Fla., purchased WPFA from William O'Connor for $115,000. Mr. Fellows is operations manager of WPDQ Jacksonville. WPFA operates on 790 kc with 1 kw daytime. The cp for ch. 15 WPFA-TV was not involved in the sale.

WOOW was sold to Leo Hoarty and associates (who own WBOF Virginia Beach, Va.) by Paul Reid for $50,000. The station is on 1490 kc with 250 w.

E. G. Robinson and Bill Wagner purchased WCRE, on 1420 kc with 1 kw daytime, from Roy F. Zess for $40,000. Mr. Robinson also owns WDKD Kingstree, S. C.

All sales are subject to FCC approval.

WBC Program Heads to Meet

Westinghouse Broadcasting Co. station program managers will meet in New York Tuesday and Wednesday to review program activities of 1957 and develop plans for 1958. The meeting comes as most of the stations complete their first year of entirely local programming and three months after the launching of nighttime WBC programming "Program PM." The group will be addressed by Donald H. McGannon, WBC president; Richard M. Pack, vice president for programming; William J. Kaland, national program manager, and Melvin A. Goldberg, director of research.

WKXP-TV Begins Operations

Ch. 27 WKXP-TV Lexington, Ky., that community's second tv station (both are uhf), went on the air last Monday. FCC approval was secured on Sept. 18. Its debut was contingent on this authorization to broadcast temporarily from auxiliary studios at the transmitter site, while downtown studios are being completed. These are scheduled to be ready in about a week.

WKXP-TV is a property of Community Broadcasting Co., licensee of WLAP-AM-FM. Frederic Gregg Jr., Charles H. Wright and Harry C. Feingold are co-owners. The new tv station is authorized at 15.5 kw visual power and 7.76 aural.

KNXT (TV) Plans Tv Course For Agency, Client Personnel

A basic tv training course for advertising agency and client personnel will be conducted by KNXT (TV) Los Angeles, with the first of the six 2-hour sessions tentatively scheduled for mid-October.

Writing to national and local advertising leaders, Clark George, general manager of the CBS-owned tv station, expressed the feeling that "if we can bring about a more wide-spread understanding among agencies and advertisers of the operation and use of television facilities, a most useful purpose will be served."

George Moskovics, manager of television development for KNXT and the CBS Television Pacific Network, is working directly with Mr. George in setting up the training program, which will cover the general topics of "The Basics of Television," "The Selling Side," "The Commercial Use of Television" and "The Production Side of Television." The nature and use of program sponsorships, announcements and participations; local and network operations; audience measurements and other tv research material; time purchase programs and plans for scheduling will be covered for agency and client personnel within the general subjects.

The course also will develop the fine points of live and film programming, preparation of commercials and use of promotion and trade merchandising. On the production side it will explore the entire field, from pre-production planning to the actual telecast, including personnel, facilities and use of equipment. The course will include extensive demonstration of working equipment as well as lectures and discussions.

GEORGE CRANSTON (l), manager of WBAP-TV Houston, shows Mr. and Mrs. C. B. Owens their color film commercial for Owens Country Sausage. It is the first local account to use color regularly on WBAP-TV, which has been colorcasting since 1954. The Owens spot is on *High Noon News* daily 12-12:30 p.m.

What happens when the abc goes into OMaHA?

Omaha's 9-year viewing habit is cracked first night. ABC Television programming on **KETV** *gets a higher share of audience—than both other network stations combined!*

	CBS		NBC	
	Rating	Share	Rating	Share
6:30-7	41.8	82.9	8.6	17.1
7-7:30	28.5	53.2	23.3	46.8
7:30-8	36.7	63.3	21.3	36.7
8-8:30	34.8	59.6	24.6	41.4
8:30-9	44.8	77.8	12.7	22.2

HERE'S SEPTEMBER 10* BEFORE ABC-TV's KETV DEBUT.

	ABC-TV (KETV)		CBS		NBC	
	Rating	Share	Rating	Share	Rating	Share
6:30-7	24.6	52.4	16.0	34.1	6.3	13.5
7-7:30	31.1	56.5	14.1	25.6	9.5	17.3
7:30-8	34.9	64.7	10.2	18.9	8.8	16.4
8-8:30	31.7	53.3	17.1	28.8	10.6	17.9
8:30-9	22.7	36.6	29.0	46.7	10.4	16.7

HERE'S SEPTEMBER 17, THE NIGHT* OF KETV'S DEBUT.

Before KETV went on the air, we estimated, hopefully, that the new ABC Television channel would get one-third of the audience. Frankly, we were caught with our estimates down . . .

A Trendex survey made on September 17 – only a few hours after KETV started operations – gave ABC-TV's brand new station a whopping 52.3% of the audience . . . more than the other two stations put together.

The conclusions are simple: In one night ABC Television's Sugarfoot, Wyatt Earp, Broken Arrow and Telephone Time changed Omaha's 2-channel habit – a habit that had been in the making since 1949.

It happened one night: Omaha became a completely new TV market . . . a genuinely competitive TV market.

And what happened in Omaha is happening in every 3-network TV city. No single station, or pair of stations, has a permanent hold on the audience. Dials that seemed locked on one or two channels are getting new twists.

The TV map is changing, as true competition comes to Omaha, St. Louis, San Antonio and other cities that once were under-served. This changed map – this increased competition – is a healthy change for the industry. A happy change for audiences. A change to be reckoned with by advertisers.

*Trendex Special Report.

ABC TELEVISION NETWORK

FORMER FCC CHAIRMAN COY DIES

Wayne Coy, 53, broadcaster and former FCC chairman, died of a cerebral hemorrhage last Tuesday. He was stricken while attending a reception at the Indianapolis Athletic Club.

Mr. Coy, the president of WFBM-AM-TV Indianapolis, left his office in good spirits that afternoon, going to the Indianapolis Athletic Club with Eldon Campbell, WFBM-TV general manager, to attend a reception of the Urban Land Methodist Institute Panel.

MR. COY

While chatting with a group at the panel, he commented to Mr. Campbell that he felt his face was twitching. In a few seconds he collapsed and was placed on a sofa in the club. He was conscious and able to talk for a while but was unconscious when taken to Methodist Hospital where he died about 9 p.m.

For many years Mr. Coy had suffered light heart attacks and a kidney infection. But he was able to remain active in his business. In his Indianapolis role this year he had been unusually happy, relishing life in his native state.

His death occurred in the hospital where he had recuperated a score of years ago from an attack by thugs. This attack, committed while he was secretary to Gov. Paul McNutt, had been almost fatal.

Funeral services were held Friday in Indianapolis with the Rev. Dr. Harold W. Richardson, president of Franklin (Ind.) College, officiating.

The family requested donations, in lieu of flowers, to the A. Wayne Coy memorial scholarship fund at Franklin College, Franklin, Ind., in care of Dr. Richardson.

Surviving are his wife Grace; two sons, Stephen Coy of New York and Wayne Coy Jr. of Indianapolis; his mother, a brother and a sister. Just a fortnight ago he had attended Stephen's wedding in Syracuse, N. Y.

Joined Time Inc. in 1952

Since his resignation from the FCC chairmanship Feb. 25, 1952, Mr. Coy had been connected with Time Inc. broadcasting enterprises. He resigned the chairmanship with the comment: "People in government have a hard time. The seat in my pants is out."

His Time affiliation, arranged a day later, included a $25,000 salary as television consultant. This was $10,000 more than he had been receiving at the FCC. In May 1952 he bought KOB-AM-TV Albuquerque, N. M., with Time Inc. for $900,000. The seller was T. M. Pepperday, *Albuquerque Journal* publisher. Mr. Coy became president and general manager of the property. He moved to his native Indiana last spring when TLF Broadcasters Inc. (Time Inc.) bought the Consolidated-Bitner radio-tv properties in a $15.7 million transaction. This brought WFBM-AM-TV Indianapolis into the Time organization along with WOOD-AM-TV Grand Rapids, Mich., and WTCN-AM-TV Minneapolis. The Albuquerque stations were sold for $1.5 million to KSTP Inc. (KSTP-AM-TV St. Paul-Minneapolis), FCC approval of the Consolidated purchase requiring divestment of the Albuquerque properties.

Albert Wayne Coy's broadcasting career began in 1944 when he left an important government post—assistant director of the budget—to become an assistant to Eugene Meyer, then publisher of the *Washington Post* and director of the newspaper's radio properties, WINX-AM-FM.

He quickly became active in industry affairs, serving on committees of the old NAB (now NARTB) and becoming a board member for small stations. Convinced that fm could supply a superior service, he was a moving spirit in formation of Fm Broadcasting Inc., trade association which later became Fm Assn. These organizations promoted the fm cause against heavy odds, facing competition from established am interests and the unfolding of television.

Logical Choice to Head FCC

Mr. Coy's aggressive broadcast record made him the logical choice of President Truman in 1947 to fill the four years remaining in the term of FCC Chairman Charles R. Denny, Jr., who resigned to join NBC. The appointment marked the first time in FCC history that a man with practical broadcast experience had been named chairman. Mr. Coy's industry service had included chairmanship of an industry committee that worked with the Commission in bringing about a sharp reduction in the paper work needed in filing applications and filling out other forms.

MEMORIAL

The FCC last Wednesday adopted this resolution, upon learning of Wayne Coy's death:

"It is with deep regret that the Federal Communications Commission has learned of the sudden and untimely death of one of its esteemed former commissioners and chairmen.

"Wayne Coy devoted a substantial part of the prime of his life to governmental service. His contribution to the progress and development of electrical communication in our country is recognized by all—in particular, by his former colleagues.

"We inscribe upon the records of the Federal Communications Commission our appreciation of his services to his country.

"We extend to his family our deepest sympathy."

At the FCC he quickly took hold and soon was the center of controversial situations that included tv's early growth, fm and color telecasting. An early tv enthusiast, he was disturbed at the shape the new medium was assuming. The inevitable consequence was the Sept. 30, 1948, freeze that halted tv allocation for four years.

His flair for administration led to a complete reorganization of the Commission into bureaus. He was active in the NARBA treaty negotiations and in reversing the longstanding Mayflower decision with its ban on station editorializing. Another ruling forced AT&T to drop a clause in its intercity rates forbidding connection with privately owned relays.

Tenure Upset Traditions

The Coy administration was marked by a series of sweeping decisions that often upset tradition and tramped on industry toes. But even those who were hurt conceded he was an able, fearless administrator. Ranking next to the tv freeze in arousing broadcasting blood-pressure was the decision authorizing CBS operation of its scanning-disc, noncompatible system of color television. Since this system could not be received in black-and-white on existing sets without major rebuilding, RCA continued work on its all-electronic color technique which later prevailed over the CBS system.

Mr. Coy felt tv was one of the greatest developments in communications. When he joined the *Post* he soon observed that radio is "a projection of journalism." He carried this view into tv but firmly believed radio would continue to prosper alongside the visual medium. At one time he observed, "Bring your audience up to the level of your programs; not your programs down to the level of your audience."

Wayne Coy was born Nov 23, 1903, in Shelby County, Ind. He received his A.B. degree from Franklin College in 1926, the college later awarding him an honorary doctorate. In 1927 he married the former Grace Elizabeth Cady.

Even before college days he had shown an interest in journalism and at 16 was a reporter for the *Franklin Star,* where he served as city editor after graduation. He was editor and publisher of the *Delphi* (Ind.) *Citizen,* 1930-33, which he bought. His newspaper service included reporting for the *Indianapolis Star.*

In 1933 he became secretary to newly elected Gov. Paul V. McNutt, finding himself in the thick of state politics. Later he became Indiana administrator of the Works Progress Administration, coming in contact with the late Harry Hopkins, then administrator of many government agencies for President Franklin D. Roosevelt. The association led to a confidential post under the President, including liaison with the Office of Emergency Management.

His service with Gov. McNutt continued when the latter was named High Commissioner of the Philippines in 1937, and then in Washington at the War Manpower Commission and when the governor became Federal Security Administrator.

WIBC leads in Indiana

WIBC NOW RANKS FIRST IN 422 OUT OF 432 RATED QUARTER HOURS

► Back in the winter of 1953, the Pulse Area Survey showed WIBC out front in 307 of 432 rated quarter hours, Monday through Saturday. By the fall of 1955 it was up to 392 out of 432. . . .

And NOW, the spring, 1957 Pulse Area Survey shows WIBC first among Indianapolis stations 98% of the time . . . 422 out of 432 rated quarter hours. WIBC not only "Leads in Indiana," but WIBC's audience is steadily growing, too!

► **50,000 Watt Coverage—**

WIBC blankets 33 Indiana counties which include 2½ million people with a spendable income of over 3½ billion dollars a year.

► **Personalities That Sell—**

WIBC's well-known personalities like Easy Gwynn, Jack Morrow, Bill Baker and Jim Shelton are friends and neighbors to their big Hoosier audience. Let them sell your products or services to their friends.

WIBC 1070 KC

The Friendly Voice of Indiana

2835 N. Illinois St., Indianapolis 8, Indiana

JOHN BLAIR AND COMPANY · NATIONAL REPRESENTATIVE

PETRY WHOOPS UP NIGHT RADIO

Close to 20 major national and regional advertisers have bought evening radio time on stations represented by Edward Petry & Co. during the past few weeks, Bill Maillefert, Petry vice president in charge of radio, announced last week.

The tabulations coincided with the Petry Company's publication of a new 32-page presentation, "Two for the Money With Nighttime Radio," which plays up the fact that radio stations in many markets have adjusted nighttime charges down to about 50% of daytime charges.

Petry authorities already have shown the new presentation to a number of leading advertisers and agencies (see picture) and plan to continue the process until they have reached all major national clients. They say they are committed to their stations to make the "Two for the Money" nighttime project the most heavily promoted in their history.

National and regional advertisers who have bought evening time on Petry stations in the last few weeks— in campaigns of varying sizes—were reported to include Lucky Strike, Hit Parade and Newport Cigarettes, Vaseline hair tonic, Manischewitz wine, *Life* magazine, Folger's coffee, Cadillac automobiles, Sinclair gas and oil, General Electric radios, Texaco, New England Apple Institute, Appalachian apples, Schaefer beer, L&M cigarettes, De Soto automobiles and Ballantine ale.

Petry officials reported that approximately three-fourths of the radio stations they represent have adopted the revised rate structure pegging nighttime costs at about half of daytime—and that many non-Petry stations have made similar adjustments.

The new presentation lists 28 "typical markets where nighttime radio is available at half the cost of daytime radio," and officials said this list not only is not intended to be complete but that a recent checkup showed that in 42 of the top 50 markets at least one major station has nighttime rates pegged at one-half of daytime.

Reasoning behind the Petry nighttime rate concept, first discussed with Petry stations last spring [B•T, April 22], is that while spot business in other hours of the day is booming again, nighttime radio has been regarded—although erroneously—as a poor buy among advertisers and agencies generally. Nothing short of a "dramatic" move, such as "Two for One at Night," would overcome this lethargic feeling about evening radio and make it exciting again, Petry authorities felt.

Their new presentation—written, laid out and printed in color by Petry people—notes the revival of spot radio and says it occurred "because [spot radio] was priced to give the buyer more frequent and effective impact per dollar than could be bought in any other medium"—and "now nighttime radio has been repriced to give it that same effectiveness."

Nielsen figures are cited to show that, in one week, 63.4% of all radio homes listen to radio at night, compared to 66.9% in the afternoon and 72.3% in the morning.

BILL MAILLEFERT *(c), Petry vice president in charge of radio, and Ed Rohn (l), Petry account executive, emphasize an advantage of nighttime radio for the benefit of Dick Grahl, timebuyer at William Esty Co., N. Y. The occasion: one stop of many in reaching advertisers and agencies with the firm's "Two for the Money With Nighttime Radio" presentation.*

Radio audiences not only are big at night, the presentation continues, but are big "even during tv prime time"—and are "family audiences, with a bonus of men."

The presentation emphasizes: "Nighttime radio audiences can be dominated by a large advertiser. There are presently comparatively few commercial messages being beamed to the audiences at night—nothing like the number aired during prime time on any good radio station. Therefore, night programming can showcase your copy better. . . .

"National advertisers face the same prospect of a successful campaign [at night] as did those advertisers who several years ago first bought saturation packages on radio while that medium was in disrepute."

Markets listed in the presentation as "typical" of those where nighttime radio is available at half the cost of daytime radio are the following (consisting of both Petry and non-Petry markets):

Albany, Baltimore, Birmingham, Boston, Buffalo, Cincinnati, Cleveland, Dallas-Fort Worth, Denver, Houston, Indianapolis, Kansas City, Louisville, Miami, Milwaukee, Minneapolis-St. Paul; New Haven, Conn.; New Orleans; Norfolk, Va.; Pittsburgh; Portland, Ore.; Providence, R. I.; San Diego, San Francisco, Seattle, St. Louis, Tampa and Washington.

Samaritan Service by WBTN Saluted by Competing 'Banner'

A message over WBTN Bennington, Vt., to subscribers of the *Bennington Evening Banner* telling them of a press failure brought "a flood" of offers to aid the paper. Results of the announcement are documented in a front-page editorial which tells the story of how the *Banner* almost lost its 54-year daily publication record.

According to the editorial, the entire *Banner* staff got out the Sept. 21 edition by 10 p.m., using makeshift methods, since repairs couldn't be made until the next day.

The WBTN announcement followed a call to the station by *Banner* Publisher Frank E. Howe II, asking that listeners be told their papers would be delivered late, if at all. "The radio station announcement immediately brought a flood of offers of aid to the stricken newspaper. Station Manager Benjamin Hubley was among the first, volunteering "to lend a hand—if you need hands," the newspaper said.

REPRESENTATIVES of 10 New York agencies were the guests of WAMS Wilmington, Del., Sept. 19 on a day-long tour of the Wilmington market. At an end-of-the-day reception and dinner were (standing, l to r) Albert R. Lanphear, director of sales, Rollins Broadcasting Inc., station licensee; Bob Gruskay, Ted Bates; Ann Smidy, Butterick-Patterns; John W. Rollins, vice president, Rollins; Graeme Zimmer, national sales director, Rollins; Roger Hudsonlaub, Young & Rubicam; George Perkins, Schwab & Beatty; Tom Hollingshead, McCann-Erickson, Gert Scanlon and Frank Silvernail, BBDO; (seated, l to r), Joyce Peters, Emil Mogul; Bob Hadley and Jane Shannon, J. Walter Thompson; O. Wayne Rollins, president, Rollins; Lorenia Mayer, Campbell-Ewald Co.; Madeleine Allison, Herschel Z. Deutsch Inc.; Jack Bray and Gerry Prenzo, Cunningham & Walsh, and C. W. Stone, manager of WAMS.

January 1, 1948: first station in nation to televise a seven-day program operation.

1954: entire pick-up of Army-McCarthy hearings, a 36-day record for special events.

July 29-August 6, 1957: unprecedented nine-day blood donor campaign, with Red Cross.

Copyright Harris & Ewing

November 12, 1947: first TV station in the nation to televise a Congressional hearing; Secretary of State George C. Marshall before the Senate Foreign Relations Committee.

channel 7
on october 3
10
eventful years

WMAL-TV, channel 7 in Washington, D. C., on October 3, 1957, celebrates its 10th anniversary—ten eventful years of service to the Washington community.

These photographs illustrate some of the outstanding highlights of our first ten years.

wmal-tv

channel 7 abc
Washington, D. C.

AN EVENING STAR STATION

Represented by H-R Television, Inc.

Official U. S. Navy Photograph

April 12, 1949: first to televise a moon eclipse, with Washington's U. S. Naval Observatory.

October 5, 1947: first station to televise a Presidential speech from the White House.

April 7, 1949: first to televise live cancer cells from the National Institutes of Health.

May 6-11, 1957: origination of coast-to-coast network coverage of Dave Beck hearings.

SRA's Webb Criticizes NBC Radio Rate Card

A charge that NBC Radio in time will be "competing against itself" was leveled last week by Lawrence Webb, managing director of Station Representatives Assn.

He said this result "ultimately" would ensue from the network's new rate card and affiliate contracts, and that the same situation would arise for "any other radio network which pursues similar policies."

Matthew J. Culligan, NBC vice president in charge of radio, countered that Mr. Webb's charges were a re-hash of many made previously by SRA; that NBC Radio's obligations are to its audiences, its advertisers and its affiliates, and that so long as the affiliates approve of what the network is doing—which he said they seem to do—then he has no concern for what other stations or reps might claim.

The new NBC Radio rate card, slated to go into effect Oct. 1, is a streamlined structure which sets single day and night rates for participations and makes it possible to compute program costs from a basic table of rates for five-minute segments [B•T, Aug. 26, Sept. 9]. Rates for program time after 8 p.m. are 25% lower than in daytime periods. The new affiliation contracts set up a new method of compensation but the network has "guaranteed" that each affiliate will receive no less, on comparable traffic, than it does now.

In his attack on the NBC rate card, Mr. Webb asserted that a network, being composed of affiliates, "cannot prosper unless its stations do," and raised again the charge of many station representatives that "NBC has admittedly invaded the spot field, traditionally and historically the exclusive domain of the stations."

"And it's not a 'tempest in a martini glass,'" he added. "The fact remains that radio stations now receive the preponderant bulk of their revenue from the sale of time in units of one minute or less."

He said that when radio networks were confronted with the "classic business decision between a quick profit and long-range building" toward a flourishing future for all radio, "some" networks took the "nearsighted, opportunistic road." These, he said, "have decided to skim off some of the spot dollars that the radio stations and their national representatives so dramatically developed during the period when the networks had almost given up on radio."

He contended that networks found themselves "step-children in the industry" because of "inability to recognize and adapt to changes," and that they "kicked so-called option time all over the lot" in order to take advantage of profitable station periods when their own revenue from traditional network-option-time periods dried up.

"This is probably only a passing phase," he concluded, "and in 1967 when the station owners and operators have rehabilitated the time periods which the networks have been unable to sell, the networks will demand a return to the [time] periods they now eschew."

THE stereophonic victory sign by Art Crawford (l), owner of KCBH (FM) Los Angeles, and J. B. (Jack) Kiefer, general manager of that city's KMLA (FM), follows renewal by two sponsors on *Stereophonic Southern California*, broadcast by the stations on Sundays, 3-6 p.m. The contracts are signed by Carl Tester, president of the Philip J. Meany Co., Los Angeles, agency for Pierce Bros. Mortuaries and Pioneer Div., Flintkote Co. (building supplies), New York.

Nielsen Format Will Hurt Radio, Says Young; Rating Firm Denies

Adam Young Inc., radio station representative, has charged A. C. Nielsen Co.'s new format for local station reports will "improve its television service at the expense of radio." A Nielsen official promptly denied the charge.

The new format goes into effect with the October-November reports.

The basic change: For radio and television stations, Nielsen will report the total homes delivered, plus ratings only for the metropolitan area. Previously, Nielsen also had published Nielsen Station Index information, giving ratings for an area it had selected to characterize a market.

The Young organization held a news conference Sept. 18 in New York to express its displeasure with the new Nielsen format. The principal arguments advanced by officials of Young were that Nielsen reports now will give no indication of the market trading areas saturated by radio, which goes beyond the metropolitan area. Total audience figures of a radio station, company officials contended, are not in line with "modern thinking" of advertisers concerning radio, since this total audience may not be associated with the market being purchased by the advertiser. The user of the radio report, according to Young officials, will "have no way of knowing where this audience is, unless he happens to subscribe to NCS No. 2, which defines each station's coverage as measured 18 months ago." The data for television stations will be "impressive," Young executives stated because their coverage area corresponds approximately with that of the metropolitan areas, and individual rating of tv programs are high, compared with radio programs.

An official of the Nielsen organization replied to the criticism by Adam Young by saying that the organization believes it is improving its service to both radio and tv stations. The changes were made, said, after consultation with about 250 timebuyers and their recommendations considered in shaping the new format.

He claimed that more qualitative data will be made available on radio stations coverage; the sample in each market will be expanded and more detailed information will be provided on such radio factors as "per broadcast," "strip" and "block or saturation ratings." He said Nielsen had not received any adverse criticism from other stations or station representatives.

Tinsley Stations Appoint Simmons Assoc. Inc. as Rep

Simmons Assoc., Inc., New York and Chicago, station representative, has been appointed by WITH Baltimore, WLEE Richmond and WXEX-TV Petersburg, Va., to service the three Thomas G. Tinsley Jr. stations in Chicago, the midwest and New England. The appointment becomes effective Nov. 15.

Select Station Representatives continues to provide the three stations with representation in New York, Philadelphia, Baltimore and Washington; Forjoe & Co., which serviced the Tinsley stations in Chicago, New England and on the West Coast, will terminate its representation of the stations on or about Nov. 15, it was learned. Unannounced as yet but expected momentarily: the appointment of McGavren-Quinn Co., San Francisco, as representative for the Tinsley stations in San Francisco, Los Angeles and Seattle. Clarke-Brown Co. retains representation responsibilities in Dallas, Houston, Denver, Atlanta, Miami and New Orleans.

According to R. C. (Jake) Embry, executive vice president of the Tinsley stations, realignment in representative firms was made "in order to get more intensive representation . . . more manpower and offices." Although he said his organization was "perfectly satisfied" with Forjoe's work on the West Coast, that firm did not wish to continue with the Tinsley group just on a "west-coast basis," he added.

Simmons also has been appointed representative for KLIK Jefferson City and KHMO Hannibal, both Missouri. The KLIK appointment is effective Nov. 1.

The Simmons firm, founded in 1955 by David N. Simmons, a former Blair & Co. vice president, now services 12 stations, including WNEW New York, KFEW St. Joseph, Mo., WPET Greensboro, N. C., KBYE Oklahoma City, KANS Wichita, WRKE Roanoke, Va., and KSJO San Jose, Calif.

Tarzian's WPTA (TV) Goes on Air

WPTA (TV) Roanoke, Ind., went on the air last Saturday night. The ch. 21 station, owned by Sarkes Tarzian Inc., is affiliated with ABC-TV and represented by Meeker Tv. Mr. Tarzian is president; Ron Roff is general manager.

New York Timebuyers:

Measure KWTV's famous 1572′ tower for yourself!

walk from

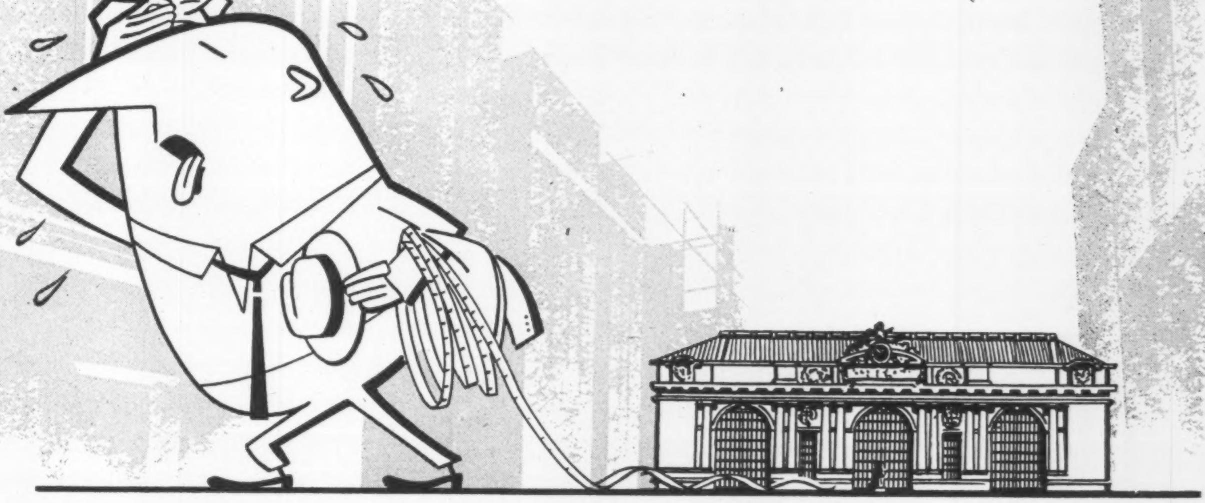
Grand Central Terminal

up or down

Park Avenue

6 FULL BLOCKS

(⅓ mile)



Some tower? Some SALESpower!

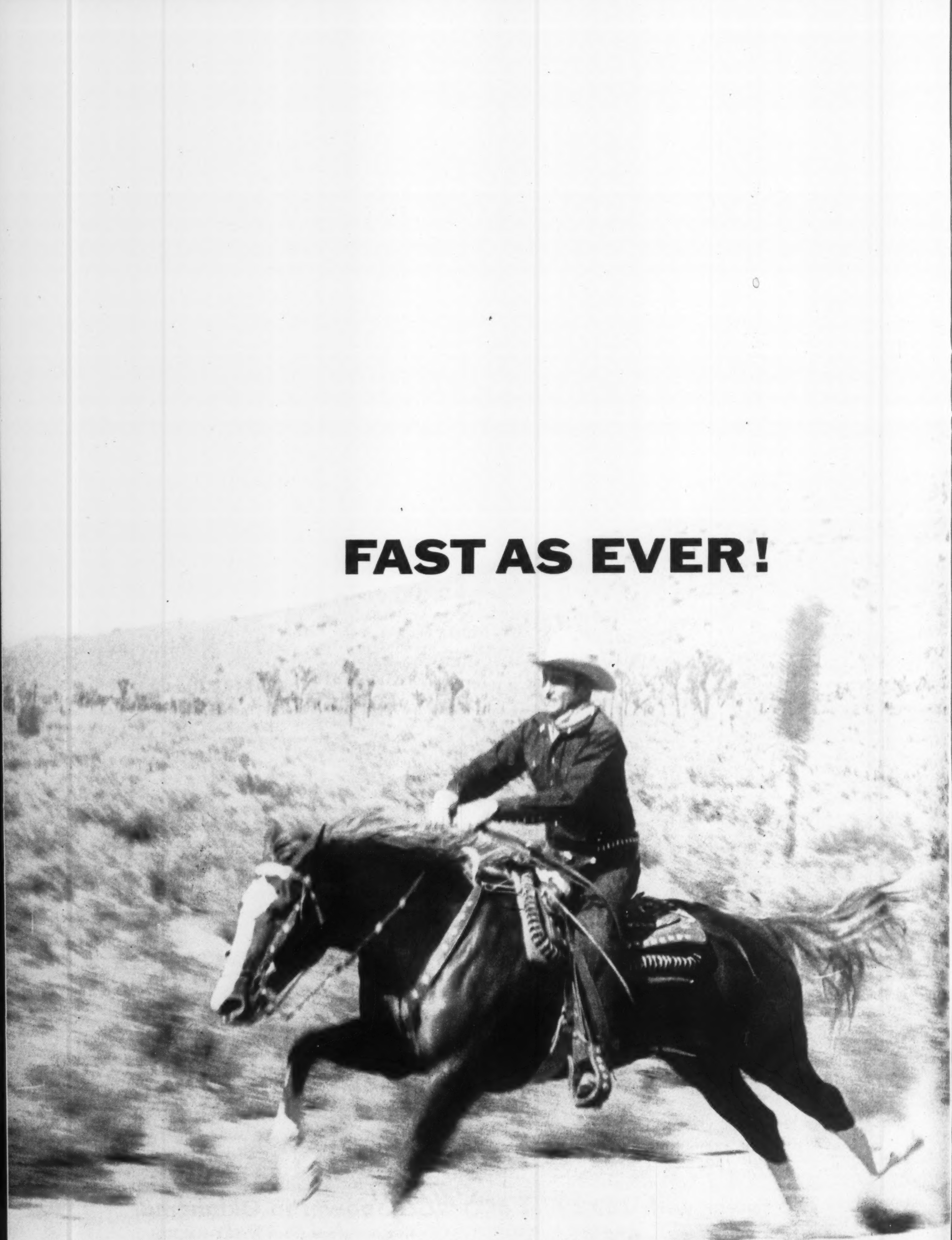
KWTV

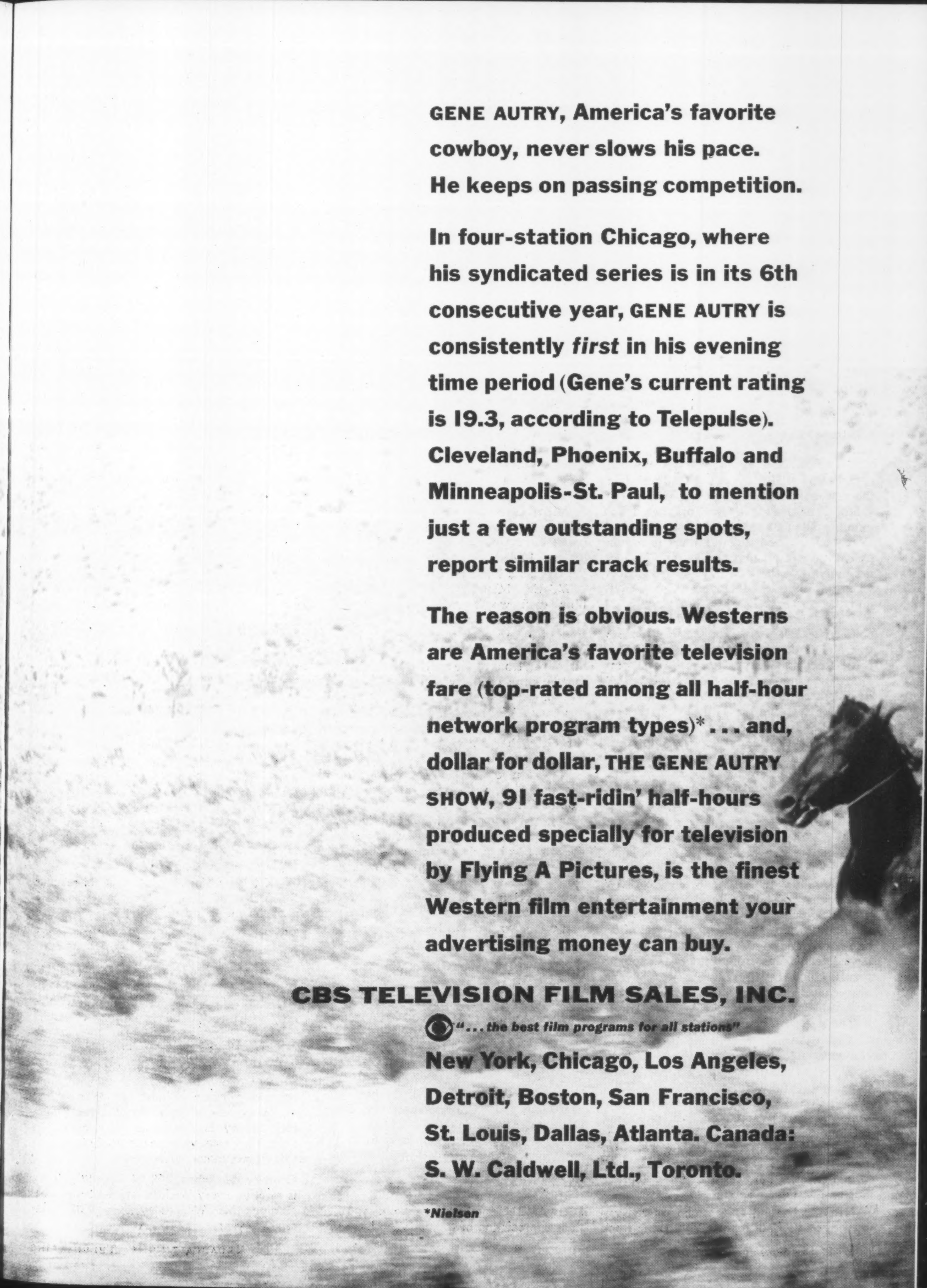
CBS

OKLAHOMA CITY

The tower with 1572 feet of SALESpower in Oklahoma!

Get the story from AVERY-KNODEL


FAST AS EVER!



GENE AUTRY, America's favorite cowboy, never slows his pace. He keeps on passing competition.

In four-station Chicago, where his syndicated series is in its 6th consecutive year, GENE AUTRY is consistently *first* in his evening time period (Gene's current rating is 19.3, according to Telepulse). Cleveland, Phoenix, Buffalo and Minneapolis-St. Paul, to mention just a few outstanding spots, report similar crack results.

The reason is obvious. Westerns are America's favorite television fare (top-rated among all half-hour network program types)* . . . and, dollar for dollar, THE GENE AUTRY SHOW, 91 fast-ridin' half-hours produced specially for television by Flying A Pictures, is the finest Western film entertainment your advertising money can buy.

CBS TELEVISION FILM SALES, INC.

". . . the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. Canada: S. W. Caldwell, Ltd., Toronto.

**Nielsen*

DATELINES

Newsworthy News Coverage by Radio and Tv

LITTLE ROCK—The crisis at Little Rock kept television and radio networks busy last week broadcasting on-the-spot reports and special studies of the school integration flareup, as well as President Eisenhower's Tuesday night address on his decision to send troops into the area, and a report Thursday night by Arkansas Gov. Orval E. Faubus.

A dozen different pickups from Little Rock were networked by CBS-TV—which had the only available tv network facilities out of there at the time—and made available to NBC-TV on Wednesday as troops convoyed Negro students to class and kept peace at gun point. NBC-TV carried 8 of the 12 live pickups, in which the running commentary was handled by CBS' Howard K. Smith, and also presented an exclusive program featuring its own commentators. Thursday, when the scene was more peaceful, there were fewer pickups by the networks.

The Little Rock cut-ins involved unusual complications. The intercity tv facilities from there feed into Chicago. Thus, CBS News Editor John Day in New York could not monitor the pictures himself. Instead, he had to rely on telephoned descriptions given him by CBS people monitoring them in Chicago, deciding on the basis of these verbal reports when the Little Rock pickups should be cut into the network. Bill McAndrew, director of NBC News, also was on this constant conference call. For a time, Mr. Day also was out of direct telephone touch with his Little Rock mobile unit because of a communications breakdown. During this period he was forced to rely on relayed information —the NBC-TV unit in Little Rock fed cues from CBS-TV's unit to Mr. McAndrew at NBC in New York, and Mr. McAndrew relayed them to Mr. Day. Mr. Day then fed instructions back to the CBS crew in Little Rock via Mr. McAndrew and the NBC Little Rock unit.

After President Eisenhower's Tuesday night speech, which was carried on both radio and tv networks, NBC-TV presented a 15-minute special summary of the day's events, and about an hour later CBS-TV canceled a half-hour film show to present a special report. ABC-TV, which does not ordinarily begin networking until mid-afternoon, carried no daytime cut-ins but did have live pickups from Little Rock on its regular John Daly evening newscasts and also canceled 15 minutes of commercial time in *Mickey Mouse* late Wednesday for a special report.

ABC-TV and American Broadcasting Network also carried—exclusively—a half-hour special report by Gov. Faubus Thursday night. Afterward, ABC-TV and ABN Washington newsman Robert Fleming presented a short wrap-up on both radio and tv. Before it was announced he would appear on ABC-TV-ABN, it had been reported that the governor was "dickering" with networks but was specifying that he not be questioned on camera.

NBC Radio and CBS Radio offered numerous on-the-spot reports from Little Rock throughout the week, while ABN did a number of special pickups but concentrated its spot news coverage primarily in its regular newscasts. Special programs on the integration issue also were scheduled by radio as well as television networks.

MBS, through its Little Rock affiliate, got direct telephone reports for use on its half-hourly newscasts. Developments were bulletined on interrupted programs through the network's "Operation Newsbeat" plan and the President's address was carried on MBS Tuesday night.

The school crisis found engineers of KTHS Little Rock feeding two and three programs at a time as the station's news department covered for listeners at home and around the country. KTHS reports were heard on CBS Radio and more than 50 independent stations.

Fast work by WSGN Birmingham, Ala., brought the Little Rock story home to Birmingham. WSGN reporter Peggy Croswhite caught Gov. Faubus for an interview as he changed planes enroute home from the Southern Governors' Conference at Jekyll Island, Ga. Miss Croswhite was able to report the governor's reaction as he got news of the President's decision to federalize the Arkansas National Guard.

WQAM Miami, Fla., anticipated the Monday fireworks and sent newsman Lee Griggs to Little Rock Sunday, Sept. 22. In spite of battering by the crowd, Mr. Griggs got out reports from a mobile walkie-talkie directly in front of the school. Listeners got a vivid picture of the violence as equipment was knocked out of the newsman's hand at one point. WQAM claims it was the only Florida station with a reporter on the scene. Mr. Griggs had orders to stay in Little Rock until the situation was resolved.

Newsmen of WDSU-TV New Orleans also were victims of crowd violence at Little Rock's Central High School. Reporter Ed Planer and cameraman M. J. Gauthier were filming the flight of a young white girl from the school, when they were set upon by the girl's mother and a group of bystanders, who kicked and spit on Mr. Planer and tore Mr. Gauthier's shirt. Mr. Planer covered by telephone for WDSU Radio, and film was flown back to New Orleans for use on tv newscasts.

HOUSTON—A runaway youth, accused of car theft and hunted by police through Louisiana, Mississippi, Arkansas and Texas, responded quickly to a broadcast appeal by Joe Long, news director of KILT Houston. The newsman offered to meet the 15-year-old, who had armed himself with two pistols and vowed never to be taken alive. Four hours after the radio appeal, the boy called Mr. Long and agreed to meet him. There the reporter was able to talk the fugitive into giving up the guns and returning to his parents. The parents flew to Houston and made public statements of thanks to Mr. Long and KILT.

LOS ANGELES—Listeners were vocal in their appreciation of the news job by KABC Los Angeles and newsman Bob Ferris on this month's development in the Caryl Chessman case. When the convict arrived at the Hall of Justice Sept. 17 for a hearing on the 1948 trial transcript, Mr. Ferris taped a 25-minute interview with the prisoner. A half-hour later the tape was broadcast, representing the only on-the-spot radio coverage in the area, KABC claims.

Longtime Chicago Sponsor Of Radio-Tv Program Dies

Last rites were held Tuesday for Morris B. Sachs, Chicago clothier and sponsor of probably the longest continually-aired local amateur show in the country—23 years. He died in his sleep Monday from a heart attack at 61.

Mr. Sachs, owner of three clothing stores, started in broadcasting in September, 1934 with his *Sachs Amateur Hour* on WCFL. The program developed into a simulcast in March 1949 on WBKB (TV) and WLS, moving to WGN-AM-TV in June 1956. It was dropped this past June.

Mr. Sachs is survived by his wife, Anna; a son, Morris B., Jr., who is vice president of Sachs stores; two daughters, Mrs. Rhoda Mendelson and Mrs. Zenia S. Goodman, and five grandchildren.

WFRV-TV Opens New Sales Office

WFRV-TV Green Bay, Wis., has opened a new sales office in the Zuelke Building, Appleton, Wis. Edward J. Lynott will head the new office, assisted by Jack Gennaro, regional sales manager for the station, and Wayne Grant, Roger Micheln and Robert Southard.

STATION SHORTS

KTAC Tacoma, Wash., announces formation of department which will offer radio food-drug merchandising to clients with dealer calls, point of display, direct mail and actual placing of products in retail outlets. **Archie Heany,** associated with grocery field for past 18 years, will head new department.

WMBR-TV Jacksonville, Fla., names Southern Adv. Inc., Lexington, Ky.

WQXR New York reports that its revenue for period of June 15-Sept. 15 was 15% above same period in 1956.

WARL Arlington, Va., has issued Rate Card No. 7.

Community Broadcasting Co. (WLAP-WKXP-TV Lexington, Ky.) appoints Robert Acomb Inc., Cincinnati, Ohio, to handle advertising and sales promotion.

TRADE ASSOCIATION SHORTS

Advertising Council, on behalf of National Citizens Council for Better Schools, announces opening of new fall drive to use all media, including radio and tv. Volunteer agency is Benton & Bowles, N. Y. **Felix W. Coste,** vice president of Coca-Cola Co., is volunteer coordinator.

Comedy Workshop, 268 W. 47th St., N. Y., is meeting every Wednesday, 8-10 p.m., beginning this Wednesday, for 13th consecutive year.

THREE LITTLE WORDS

guide your radio buy in Milwaukee

MUSIC

24 hours a day . . . 7 days a week . . . but music intelligently scheduled! Yes, today's top hits, but also a generous variety of yesterday's great records plus a liberal taste of old tunes done up by the current group of fine entertainers. And it's all attractively packaged by our team of 7 popular radio personalities.

NEWS

32 Newscasts daily prepared by our 6-man news department and presented 5 minutes before the hour and half-hour. A UP news wire and sports wire, 2 mobile units, state correspondents, a weather wire, a police and fire radio monitor plus regularly scheduled telephone conversations with local news sources keep WEMP listeners among the best informed in the world.

SPORTS

Live, play-by-play of Milwaukee Braves Baseball, Green Bay Packer Football, U. of Wisconsin Football and Basketball, plus coverage of special local sporting events and 11 sportscasts daily . . . provide a wealth of entertainment for our sports minded listeners. In addition, these features are described wherever possible by our Sports Director and "The Voice of the Braves," Earl Gillespie.

WEMP

5000 watt power at 1250 k.c.

represented wherever you live by Headley-Reed

ASHEVILLE MEET STRESSES UNITY

- **NARTB presents broadcasters' problems and suggests remedies**
- **R. J. Reynolds' Gray voices concern over mounting tv costs**

Backing up its plea for unity in facing current challenges to radio-tv, NARTB last week outlined the problems and its remedial planning for broadcasters from seven states and the District of Columbia. The sessions, for Region 2, were held last Monday and Tuesday in Asheville, N. C., and generally followed the pattern of the opening regional meetings the previous week in Schenectady, N. Y., and Cleveland [B•T, Sept. 23].

Along with the problems of the broadcasters, some light was thrown on the tv difficulties facing one of radio-tv's best customers. Bowman Gray, executive vice president of the R. J. Reynolds Co., told a Tuesday luncheon that spiraling tv costs and the necessity for 52-week commitments with the networks are of growing concern to his company (see page 32). He urged the broadcasters to take action to hold the line on costs.

The other main speaker on the agenda, Rep. Hugh Scott (D-Pa.), underscored the right of radio and tv to report from the House of Representatives. Along with C. O. Carver, WSJS-AM-TV Winston-Salem, N. C., who spoke on a similar theme during the meeting, Rep. Scott urged that broadcasters be permitted now to demonstrate how well and unobtrusively radio and tv can report congressional proceedings (see page 65).

The proposed audit tv circulation study came under closer study by the delegates following its unveiling at the earlier sessions. Several questions from the floor asked whether the proposed survey format had been checked with competent sources along Madison Avenue. Richard K. Allerton, NARTB's manager of research, and Thad H. Brown Jr., vice president for television, said that it had not as yet been taken to the agency people because NARTB's first target is to present an outline to the broadcasters through the regional meeting circuit. Further, if there were any questions on the procedures involved, Mr. Allerton was available for consultation on the points.

Procedures to prevent obsolescence of the tv circulation data were explained. It was reiterated that, if approved, the all-industry tv circulation audit would be available sometime in late 1959. The sentiment at the regional meetings will serve as a guide to the NARTB Television Board when it meets after the circuit to decide on the proposal's final acceptance.

At the opening session Monday morning, Mr. Brown and John F. Meagher, NARTB vice president for radio, agreed that "government both from a regulatory and a legislative standpoint, thinks not in terms of radio or of television, but of broadcasting." And, they added, "There must be a favorable public relations climate for both radio and television. Public distrust or disfavor of one is bound to hurt the other."

This need for unity was further reflected in a Monday luncheon address by NARTB President Harold E. Fellows who declared that continued freedom of American broadcasting can be preserved only through a unified and vocal stand on challenges now facing the industry.

Vincent T. Wasilewski, NARTB government relations manager, reported on the federal outlook of current broadcasting problems at the Monday sessions. At the Tuesday radio meeting, he presented a detailed outline of the music copyright challenge that looms in pending license negotiations.

TASO, television allocations, channel assignments and pay tv (both broadcast and wired) were discussed Monday afternoon by Messrs. Brown and Wasilewski along with A. Prose Walker, NARTB manager of engineering, and Charles H. Tower, manager, employer-employe relations. The session was called to order by F. M. (Scoop) Russell, NBC Washington vice president and NARTB District 3 television director.

Mr. Russell, pointing out that Congress had adjourned without expectation that the FCC would issue its proposal for pay-tv tests so soon [B•T, Sept. 23], cited the short span of time between the time Congress reconvenes in January and the March 1 date after which pay-tv tests could be granted. He said the Cleveland address by Sen. Charles Potter (R-Mich.) and announced intent of Rep. Oren Harris (D-Ark.) to hold hearings in early January [B•T, Sept. 23] are examples of how congressional leaders reacted to the pay-tv action of the Commission.

The second portion of the Monday tv sessions was devoted to a progress report by Edward H. Bronson, director of tv code affairs, in which he showed some of the undesirable film that stations had cut from programs. The showing for the most part contained foreign films with suggestive and profane scenes and old American films with improper treatment of such subjects as suicide and marital problems.

Programming ideas and "New Dimensions of the Radio Newsroom" were highlighted by Monday afternoon's radio session under J. Frank Jarman, WDNC Durham, vice chairman of the NARTB Radio Board.

The Tuesday morning tv session included a presentation by William Colvin, director of station relations, Television Bureau of Advertising, who described the functions of TvB and presented some facts and figures on television selling.

Other presentations were made by Donald L. Martin, NARTB's assistant to the president in charge of public relations, who discussed the role and importance of public relations, and Frederick H. Garrigus, manager of organizational services, on "Deciding the Public Interest."

Resolutions unanimously adopted at the closing session:

(1) Commended the FCC for amending its am-fm rules to permit, under certain conditions, remote control operation of stations operating with directional antenna systems and with powers in excess of 10 kw [B•T, Sept. 23].

(2) Resolved that broadcasters charge themselves with the responsibility of informing their senators and representatives of the facts in connection with the charges made against broadcasters in the song writers and performers suit against BMI.

(3) Pledged support to national and state organizations in their efforts to remove restrictive and discriminatory rules, statutes and policies against broadcast coverage of public proceedings.

(4) Resolved that Region 2 broadcasters should urge their senators and representatives to make a careful and analytical study of the contemplated action of the FCC to permit pay-tv tests, and support proposals to the Commission not to act pending a policy determination by the Congress.

(5) Expressed thanks to NARTB Region

ONE CLIENT'S PROBLEMS *were discussed last week at NARTB Region 2 meeting in Asheville by Bowman Gray (second from left), executive vice president of R. J. Reynolds Tobacco Co. Huddled before the luncheon talk (l to r): F. M. (Scoop) Russell, NBC Washington vice president; Mr. Gray; Harold Essex, WSJS-AM-TV Winston-Salem, N. C.; Harold E. Fellows, NARTB president and chairman of board, and James H. Moore, WSLS Roanoke, Va., host director.*

WTIC-TV LANDSLIDE!

● ●

TIME PM	WTIC-TV	NETWORK STATION "A"	NETWORK STATION "B"	NETWORK STATION "C"	TOTAL SETS IN USE
7-7:30	41.3	5.5	6.3	5.5	58.6
7:30-8	38.8	10.1	7.1	4.9	62.7
8-8:30	39.1	8.6	8.6	9.8	67.6
8:30-9	38.9	6.1	9.2	14.6	71.0

Results of Special ARB Television Rating Survey—Metropolitan Hartford Area—7:00 to 9:00 P.M., Monday, September 23, 1957

For details call Irwin Cowper, WTIC-TV General Sales Manager, or your nearest Harrington, Righter & Parsons man.

WTIC-TV 3

HARTFORD, CONNECTICUT

Leo Underhill — a welcome breakfast guest
every morning throughout Greater Cincinnati

W C K

All Greater Cincinnati has the
"Leo Listening Habit"

THE LEO UNDERHILL SHOW, heard Monday thru Saturday from 6:05 to 10:00 a.m. has become a "habit" with families in the WCKY listening area.

More homes listen to Leo's program than to any other during the same time period over any other independent Cincinnati station.*

If you want to reach men, women and children, one of your best buys on WCKY is THE LEO UNDERHILL SHOW. Cincinnati has "The Leo Listening Habit." To move your product in Cincinnati get the "Leo Advertising Habit."

*Nielsen, July '57

Y

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

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Eastern Sales Mgr.
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Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

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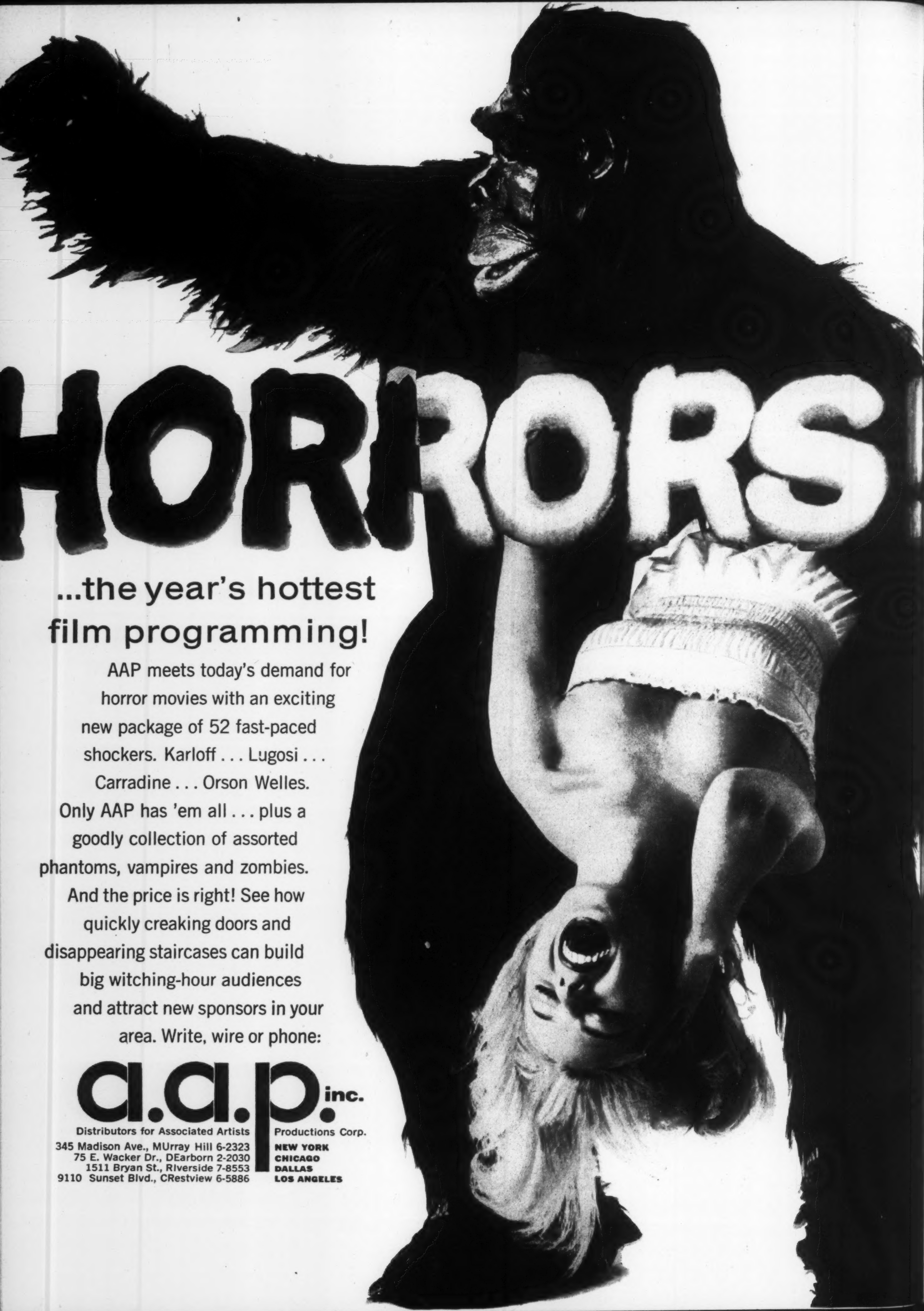

HORRORS!

...the year's hottest film programming!

AAP meets today's demand for horror movies with an exciting new package of 52 fast-paced shockers. Karloff . . . Lugosi . . . Carradine . . . Orson Welles. Only AAP has 'em all . . . plus a goodly collection of assorted phantoms, vampires and zombies. And the price is right! See how quickly creaking doors and disappearing staircases can build big witching-hour audiences and attract new sponsors in your area. Write, wire or phone:

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9110 Sunset Blvd., CRestview 6-5886 **LOS ANGELES**

2's host director, James L. Moore, WSLS Roanoke, Va.; guest speakers Gray and Scott, and the management of the Grove Park Inn, site of last week's regional meeting.

Chairman of the resolutions committee was Harold Essex, WSJS-AM-TV Winston-Salem, N. C.

The Asheville meeting was attended by 165 delegates, according to William Walker, NARTB assistant treasurer. The figure stands up well in view of the distances that had to be traveled to attend, he said.

With the completion of the third regional conference last week, the series marks time until Oct. 10-11 when Region 5 meets in Kansas City.

Chicago Ad Group Workshop To Discuss Broadcasting Future

The future of broadcast media, including color and pay tv, along with research and merchandising of programs will be discussed by leading industry speakers during the 1957 workshop sessions of the Chicago Federated Adv. Club tomorrow (Tuesday) through Nov. 19.

Norman Lindquist, account executive of Wilding Picture Productions Inc., will serve as chairman of the radio-tv clinics, with discussions covering several aspects of advertising, including broadcast media tools, writing techniques, timebuying problems, film commercial production and program considerations for clients.

Research phases will be covered Oct. 22 by H. Wynn Bussmann, public relations director of A. C. Nielsen Co., in a talk on radio-tv rating services. The Schwerin system of pre-testing commercials will be presented. The final session Nov. 19 will feature speakers on color television, pay tv (from Zenith Radio Corp.) and radio vs. tv.

The opening orientation clinic tomorrow will be followed Oct. 8 by an exploration of "the tools of broadcast media," with motion pictures telling "The Radio Story" and "The Television Story" supplied by Radio Adv. Bureau and Tv Bureau of Advertising.

S. C. AP Group Elects Kurtz

Ken Kurtz, news director of WIS Columbia, S. C., was elected president of the South Carolina AP Broadcasters at the group's annual meeting Sept. 18. He succeeds Buddy Womick of WORD Spartanburg. Others elected: Ray Starr, WJAN Spartanburg, vice president; Paul Hansell, Charlotte (N. C.) AP bureau chief, secretary-treasurer, and Grant Hendrickson, WMUU Greenville, director. Mr. Womick also serves as director for the coming year.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Equal Access Urged By Region 2 Speakers

Broadcasters last week were urged to launch a grass roots movement for permission to demonstrate radio-tv's right and ability to report from courtrooms as well as the halls of Congress. The exhortation came at NARTB's Region 2 meeting in Asheville where two speakers protested such bans on cameras and mikes.

- Rep. Hugh Scott (R-Pa.), onetime chairman of the Republican National Committee, declared that broadcasting of debates from the House of Representatives "is certainly due at some future time and should be given a trial now." He spoke at the Monday evening banquet.
- O. H. Carver, news director of WSJS-AM-TV Winston-Salem, N. C., the following afternoon called on broadcasters to press at local levels for permission to actually demonstrate broadcasting's unobtrusiveness in the courtroom.

Rep. Scott said that although the speaker of the House and the House leadership take a "dim view" of his efforts to allow radio-tv coverage of debates, "I continue to believe that my proposal has much merit."

He conceded that such coverage should be limited in the beginning to matters of major national interest. He expressed the belief that the level of debate would be improved because of more careful advance preparation before facing "the critical eye" of the camera. He added that an awareness that a national audience was following the proceedings would suppress the present tendency to embark on sidelines irrelevant to the issue at hand.

"Some broadcasters have questioned whether the experiment would attract enough viewers to render worthwhile putting the Congress on the air," he said. "Time and a fair trial would tell. Personally, I believe almost as much interest would be generated in watching one's elected representative decide on the various ways to spend the viewers' taxes as in scanning 'preplanned' wrestling watches or 1938 movies."

"I recognize this is faint praise indeed for my proposal," Rep. Scott declared. "But, more seriously, the widespread interest in forums, interviews, news commentaries—so often featuring Washington personalities—suggests a very genuine desire on the part of the public to know more about what makes the wheels of government turn."

In his address Tuesday, Mr. Carver branded as inaccurate the claims that radio and tv detract from court dignity, distract the witness and degrade the court.

"You are responsible citizens in your communities," he reminded the delegates. "You have many contacts among the judiciary. You can use these contacts to persuade court officials to your point of view. I suggest that you make use of every opportunity to put your 'case' before the judge."

Documentary evidence to further this campaign is available, according to Mr. Carver, who cited the work of the NARTB freedom of information committee and the

NAME
OUR
CHANNEL 12
Clarksburg, W. Va.
WBOY
AND WIN

- A fabulous week for 2 at
  THE GREENBRIER
  White Sulphur Springs, W. Va.
- ELECTRIC-EYE MOVIE CAMERA
  By Bell and Howell
- POLAROID LAND CAMERA
- 12 other wonderful prizes

USE THIS INFORMATION TO
help you name the symbol of Clarksburg's new high-power TV station

- Covers the virgin market of Central W. Va. (Clarsburg — Fairmont — Morgantown)
- Rich in coal, oil and gas
- Untouched to date by a direct TV signal
- Captive audience—666,315 population
- Buying income $1,119,746,000
- $200/hr. AA network time: $250 national spot.

Contest open to all readers of this magazine. Ends January 5, 1958.
FY2

MAIL YOUR ENTRY TODAY TO
WBOY-TV
CHANNEL 12
Exclusive in Clarksburg, W. Va.
NBC INTERCONNECTED abc
George Clinton, Gen'l Mgr. • Rep. by Avery-Knodel
A Member of The Friendly Group
I suggest the following name:
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Name________________________
Company________________________
Address________________________

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4
IS
THE
BIG
BUY

ON THE RICH
Golden Spread

Amarillo, Capital of the Golden Spread, is growing and progressing with the best of the metropolitan markets in the great Southwest. Its population has increased over 76% since 1950.

- Effective buying income $254,444,000.
- Annual wages per family $6,541.
- Military payroll $24,000,000 annually including military and civilian employees.

Get in on the Big Buy on Big 4, Amarillo's **specialized** television station.

CONTACT ANY KATZ MAN

KGNC-TV
Channel 4
AMARILLO, TEXAS

support of the Radio-Television News Directors Assn.

In addition to the government's obligation to keep the people informed and the obligation on media to provide the channels of dissemination, there is the further need for broadcasters to assure listeners and viewers that what they hear reported on newscasts is accurate and factual, Mr. Carver said.

"News reporting in our media is highly competitive," he declared, "but keen competition should never be allowed to substitute for good common sense."

Condemning "bulletin-happy" boys, Mr. Carver urged that station operators seek out trained, competent newsmen to handle this responsible operation.

Summing up his plea for action at the local level to demonstrate radio-tv's access right, he said that "as public officials become more accustomed to the use of our facilities, and as they can see how effectively we can do the job, the more likely are they to recognize what is rightfully ours: The right to be there to report what occurs and to report it with cameras and microphones."

FM Development Assn. Committee Studies ASCAP License Problems

Problems involved in the use of ASCAP music by fm background music operators were discussed by the licensing committee of the FM Development Assn. at a meeting in Chicago Sept. 19-20.

The group, under chairmanship of William B. Caskey, general manager of WPEN-AM-FM Philadelphia, is studying methods of meeting these problems, which will be contained in a report to be announced at a later date. Multiplexing and plans for its 1957 awards also were discussed, with Robert L. Brazy, FMDA president, presiding at the Chicago meet in the Ambassador East Hotel.

The deadline by which fm stations were asked by the FCC to switch from simplex to multiplex operation was last Jan. 1, but equipment for the latter reportedly has been in short supply [B•T, Aug. 12]. Multiplexing enables an fm station to transmit functional music to business houses while simultaneously airing its regular program fare. The question of whether multiplexing equipment is fully effective has been raised in some fm circles.

Six awards for outstanding achievements in fm broadcasting during 1957 will be made by FMDA, which presented its first award for outstanding program service in 1956, to Harold I. Tanner, WLDM (FM) Detroit, at the 1957 NARTB convention [B•T, April 15].

In announcing the 1957 awards, Mr. Brazy said they will be given for the outstanding programming of the year by an fm station; for the outstanding public interest program service provided as an exclusive fm service, not duplicated on am; for the outstanding advertising program created for fm; for the outstanding fm announcer; for the station or individual making the most important technical contribution to fm's development, and for the outstanding new fm program of the year.

Kops Would Promote Yankee 'Resurgence'

A proposal to broadcaster associations of six New England states to sponsor a regional "resurgence" project was put before the Vermont Broadcasters Assn. by Daniel W. Kops, executive vice president of WAVZ New Haven, Conn., in a speech prepared for delivery Sept. 25.

The speaker, a district director of NARTB, announced he is inviting officers of New England broadcaster groups to a Boston conference Dec. 18 to discuss the public relations project. He called for "collective leadership" to point up the area's "natural resources, our vacation land, our scientific resources, our pride and craftsmanship."

The proposal climaxed an address in which Mr. Kops emphasized that "radio's biggest day is still ahead of it." Looking toward increasing competition in broadcasting, he proposed meeting it by assuming civic leadership providing editorial comment and strengthening news operations. Broadcasters were asked to examine rates to see if they are high enough to be commensurate with value, and if rates are being held inviolate. Mr. Kops advocated fixing a single rate for national and local advertisers, and offering a big enough package to do an effective job.

"Are you zealously reserving the selling of your advertising to yourselves and your staff? If you succumb to the pitchmen who volunteer an Americanism or safety program on your station sold by their telephone or outside crew, you're . . . giving away one of the most precious things you have: your own direct relationship with your advertisers. . . . You're hurting yourself and radio generally," Vermont broadcasters were told.

Truman to Kick Off K. C. Meet

Former President Harry S. Truman will open the third annual "Ideas Today" clinic of the Kansas City Advertising & Sales Executives Club Oct. 10 with an address to the breakfast session. The all-day meeting is expected to draw 400, according to James M. Stafford Jr., advertising manager of the Kansas City Power & Light Co. and chairman of the clinic. Luncheon speaker is George Hammond, president, Carl Byoir & Assoc. Sylvester L. (Pat) Weaver, president of Program Service Inc, will be featured at the dinner meeting.

Other speakers who will appear before the conference: Dr. Albert Shepard, executive vice president of Motivational Research Inc.; Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana; Peter E. Schruth, vice president and director of advertising, Curtis Publishing Co.; Walter Weir, executive vice president of Donahue & Coe Inc.; Edward A. Fasca, promotion director of the Bureau of Advertising, American Newspaper Publishers Assn.; Don Layman, vice president in charge of advertising, *Scholastic* magazines; William K. Beard, president of Associated Business Publications; Richard S. Latham, president of Latham, Tyler & Jensen, and C. Norman Fry, vice president of R. L. Polk Co.

NEW OFFICERS *of AP's Radio and Television Assn., with outgoing president Jack Shelley (seated, l): Daniel W. Kops (seated, r); (standing, l to r) William W. Grant, and Oliver Gramling.*

Associated Press Radio-Tv Assn. Elects WAVZ's Kops President

Daniel W. Kops, executive vice president and station manager of WAVZ New Haven, was elected president of the Associated Press Radio and Television Assn. last week during the third annual meeting of the group's board of directors in New York. Mr. Kops succeeds Jack Shelley, news director of WHO Des Moines.

Other newly-elected officers are: Tom Eaton, news director, WTIC Hartford, first vice president; Joe H. Bryant, president, KCBD-TV Lubbock, Tex., second vice president; Jack Dunn, station manager, WDAY-TV Fargo, N. D., third vice president, and William W. Grant, president, KOA Denver, fourth vice president. Oliver Gramling, assistant general manager of AP, and Robert Booth, treasurer of AP, were re-elected secretary and treasurer, respectively, of the association.

John Aspinwall, AP radio editor, made a report to the association on the changes that have been instituted in the radio news wire over the past year. He singled out the emphasis on regional and local news coverage as the most noteworthy development. In addition, Mr. Aspinwall listed changes in coverage of farm, sports and business news to coincide with the desires of member AP stations.

Miss. Sales Agenda Given

The agenda for the second annual Broadcasters Sales Management Conference, to be held Oct. 25-27 at the U. of Mississippi, lists the following speakers: Ray V. Hamilton, Hamilton, Stubblefield, Twining & Assoc., Chicago; Robert W. Rounsaville, president, Rounsaville Stations; Howard Cohoon, president, WJQS Jackson, Miss.; Gerald T. Owens, sales counselor, Memphis, Tenn.; Jay Blakesley of Gates Radio Co., with a demonstration of automatic radio; H. A. Hebbard, Geyer Adv., New York, and Tom L. Spengler Jr., radio-tv manager, Godwin Adv. Agency, Jackson.

Officers of the Mississippi Broadcasters Assn. will preside at the Friday-Saturday morning sessions. Hal McCarley, president of WBLE Batesville, Miss., and Mrs. McCarley will entertain conferees at a social hour Friday evening at Lake Sardis, Miss.

UPCOMING

September

Sept. 30: National Assn. for Better Radio & Television, annual Listener-Viewer Institute, Chamber of Commerce Bldg., Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 1: ASCAP, West Coast meeting, Beverly Hills Hotel.

Oct. 3: North Dakota AP Broadcasting Assn., Plainsman Hotel, Williston, N. D.

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: UP Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4-9: Society of Motion Picture and Television Engineers convention, Hotel Sheraton, Philadelphia.

Oct. 5: Chicago Copywriters Club, Conrad Hilton Hotel, Chicago.

Oct. 6: Kansas AP Broadcasters, Junction City, Kan.

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 8-9: Third annual National Radio Advertising Clinic, RAB, Waldorf-Astoria, New York.

Oct. 8-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 10-11: Alabama Broadcasters Assn., fall conference, U. of Alabama and Hotel Stafford, Tuscaloosa.

Oct. 11-13: Annual convention, AAAA Western Region, Sun Valley, Idaho.

Oct. 12: UP Broadcasters of Illinois, Hotel Jefferson, Peoria.

Oct. 12: UP Broadcasters of Michigan, Lansing.

Oct. 12-13: Fall sessions, Illinois News Broadcasters Assn., Jefferson Hotel, Peoria.

Oct. 18: UP Broadcasters of Wisconsin, Mead Hotel, Wisconsin Rapids.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas

Oct. 25-26: Indiana Broadcasters Assn., fall meeting, French Lick Springs.

Oct. 27: Missouri AP Radio & Television Assn., Jefferson City.

Oct. 29: Convention, National Assn. of Educational Broadcasters, St. Louis.

Oct. 31-Nov. 1: North Carolina Assn. of Broadcasters, Robert E. Lee Hotel, Winston-Salem.

November

Nov. 5-7: Eleventh National Conference, Public Relations Society of America, Waldorf Astoria, New York City.

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

Nov. 11-13: First annual Industrial Audio-Visual Exhibition, Trade Show Building, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

Subject to FCC approval, announcement has been made of the acquisition by J. D. Wrather, Texas and California industrialist, and John L. Loeb of Carl M. Loeb, Rhoades & Company, New York, of all outstanding stock in Muzak Corporation for $4,350,000.

The sellers were William Benton, former U. S. Senator from Connecticut, H. E. Houghton, President of Muzak, and other capable executives associated with them.

We initiated this transaction and worked unceasingly to its conclusion.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Daily Newspapers, Radio and Television Properties

Washington
1625 Eye St., N. W.

New York
60 East 42nd St.

Chicago
35 East Wacker Drive

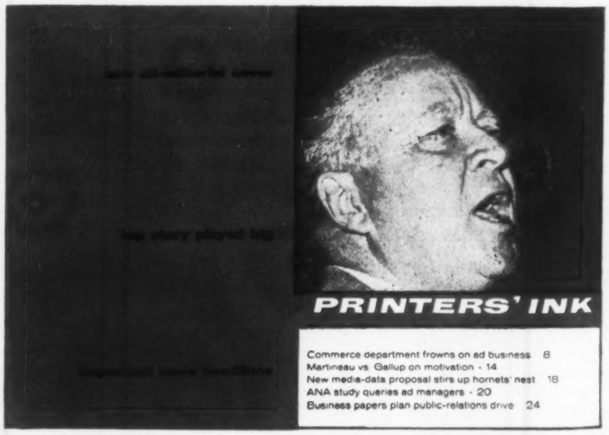
this week's big news on advertising street

The current issue of Printers' Ink (September 27) is itself this week's big news on advertising street. It presents the new model Printers' Ink which, more than ever, delivers what today's advertising men want and need. Here's the import to readers and advertisers.

The new model is a new concept for the changing market. One that expands the scope and urgency of Printers' Ink service to the key men in American industry and advertising agencies, faced with the growing problem of increasing sales through more intensified advertising and marketing effort.

Editorially, it offers: A full sweep of the important news, boiled down, with interpretations of the meaning today and tomorrow. Significant trends pinpointed and analyzed in terms of effect upon each segment of the field and each individual enterprise. Provocative discussion, with fresh points-of-view. Basic problems adequately discussed. Methods, techniques, data presented by authorities.

The new model is a repackaging of Printers' Ink, with many time-saving



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New media-data proposal stirs up hornets' nest 18
ANA study queries ad managers · 20
Business papers plan public-relations drive 24

PRINTERS' INK

innovations. The front cover becomes an editorial feature to spark excitement in the contents and increase readership. All information is incisively written and sectionalized for convenience. Fast reading is aided by the new kind of 2-level presentation, with lead paragraphs in bold type to highlight the stories.

Executives of the broadcast industry can especially appreciate all this.

The cover and pages illustrated below show prototypes that set the pattern.

The new model sets a precedent in business magazine publishing—with its big news section, Advertising Week, immediately following the cover. Printers' Ink interpretation of the news in advertising has long been regarded the superior job in its field. And now through expanded staff and stepped-up press runs, it presents the bulk of the week's important news on Friday. This week's news this week.

The new model continues the favorite P. I. features – extends the range of special reports and case histories. Its forward-looking editorial purpose is consistent with the high quality of performance which has long been associated with Printers' Ink. It is edited by the same experienced staff which has been responsible for the acclaim in repeated surveys that P. I. is the "most authoritative," "most useful" and "most thoroughly read" publication in advertising.

This big expanded Printers' Ink is perfectly timed to carry your media story to the national advertising market.

Now when the fall buying decisions are shaping up for the new year, you can share the spotlight and get attention of the top executives who influence and make those decisions. For they will read, even more intensively, this most desired business magazine of advertising.

P. I. delivers more total executive circulation (ad managers to presidents) among manufacturers than any other advertising publication. And among agencies, 87% of Printers' Ink large circulation of agency subscribers are the often hard-to-see management and account executives. Here is the place most effectively to reach them with your sales message, in this period of increased competition.

advertising week

PRINTERS' INK

McElroy sheds P & G for Pentagon

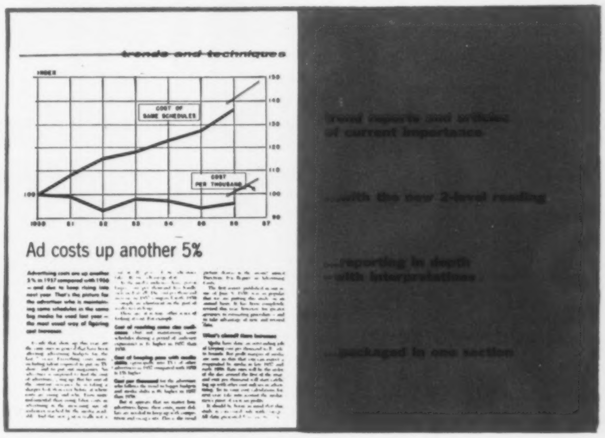
Faltering Hit Parade gets crush proof pack

big news package

...set-up for 2-level reading

...in fast and informative news magazine style

...interpreting what's behind the news—its significance



trends and techniques

Ad costs up another 5%

trend reports and articles of current importance

...with the new 2-level reading

...reporting in depth —with interpretations

...packaged in one section

THE MAGAZINE OF ADVERTISING, SELLING, MARKETING

205 EAST 42ND STREET, NEW YORK 17, NEW YORK

1 WONDERFUL BUY!!
GETS YOU ALL OF

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NEBR

KEL-O-LAND

It takes five airlines and as many railroads to criss-cross huge, hustling KEL-O-LAND. It takes more than a million people to ring up its $1,220,150,000 annual retail sales. Yet Joe Floyd and his 101-man crew deliver all of KEL-O-LAND to you for your one wonderful single-market buy.

PUT ALL KEL-O-LAND
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KDLO CHANNEL 3
Aberdeen — Huron — Watertown

KELO
Sioux Falls CHANNEL 11

KPLO CHANNEL 6
Pierre — Winner — Chamberlain

. . . and KEL-O-LAND's new, big radio voice is
KELO-AM
KELO Radio's 1,032-Ft. Tower
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General Offices Sioux Falls, S. D.
JOE FLOYD, President
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Represented by H-R

RTES HEARS DEBATE ON NETWORK RADIO

- **Labunski, McLendon differ**
- **Both stress own best points**

Spirited discussion on the future of network radio spotlighted a luncheon meeting of the Radio & Television Executives Society of New York Wednesday when Gordon B. McLendon, independent station owner and operator, debated the topic with Stephen Labunski, vice president in charge of programming for the American Broadcasting Network.

Mr. Labunski, who contended that network radio in general—ABN in particular—does have a future, paid tribute at the outset to Mr. McLendon's radio operations. He listed as reasons for Mr. McLendon's success such factors as programming designed for maximum listener appeal; showmanship with heavy on-the-air promotion; bold exploitation, including treasure hunts, mobile units and publicity "gimmicks"; aggressive salesmanship, and adherence to a firm rate card. Then Mr. Labunski added:

"The very things which Gordon McLendon, Todd Storz and others are doing to assure local radio a future are substantially the same things which American Broadcasting is doing to help assure radio networks a future. Therefore, if Gordon McLendon has a future, so do we."

Mr. Labunski insisted that if network radio incorporated into its structure "the more exciting, the more listenable, the more salable radio" of some local outlets and translated these qualities into national terms, then network radio could flourish. At ABN, Mr. Labunski said "we are injecting that vital degree of difference."

Among the changes at American, he said, have been live, "fun" radio with live personalities, live orchestras, live singers and live audiences. ABN affiliates, Mr. Labunski pointed out, will have exclusive to them the programming not available to the local independents. He voiced the belief that network personalities exert "a persuasive salesmanship" to entertain and sell at the same time. The national advertiser, according to Mr. Labunski, can use network radio with "great simplicity," achieving national coverage through one buy.

He acknowledged that network radio has short-changed itself, setting its rates "far too low." But he claimed that if the medium programs to listeners' tastes, exploits its product properly and sells itself "confidently," network radio can become "a billion dollar industry."

Mr. McLendon, a long-time harsh critic of network value and practices, bluntly expressed the view that "it is hard to believe that two competing networks cannot satisfy the residual needs of the public for network service." He prefaced this contention with the observation that the sole pre-eminent function served by radio networks today is to provide coverage of national and international events. In every other area of programming, Mr. McLendon asserted, "local radio and/or television is superior."

He challenged Mr. Labunski on the value of live music programming. Mr. McLendon insisted that local music programming (largely recorded) can invariably "wallop" a network program because the local personality builds up a following through talk about the local weather, events and customs.

Mr. McLendon said "the very basic question" of the topic under discussion is whether radio stations "can afford to have four radio networks survive." He claimed that with revenue that can support only two networks, there is "a four-way split of the pie that has resulted in such a dilution of network rates that the whole economic future of radio could be threatened."

MR. LABUNSKI

MR. McLENDON

He launched a highly critical attack of network spot practices. As an example, he said, ABN's highest open rate on its "five-minute units" amounted to $1,500. He calculated that this is an average of $4.75 per announcement per station. Then he added pointedly:

"At KLIF in Dallas, KILT Houston and KTSA San Antonio, we wouldn't let an advertiser burp for $4.75."

Mr. McLendon listed these other "shortcomings" of network radio: It lacks the flexibility of spot radio; it does not have the auto listenership that local radio has; it cannot persuade the affiliate to invest in promotion or merchandising because the station cannot afford it on the basis of the revenue accruing to the outlet from a network campaign.

NBC-TV Daytime Sales Total $3 Million Since September 1

Five advertisers have placed $3 million in gross daytime business with NBC-TV since the first of September, it was announced last week by William R. Goodheart Jr., vice president television network sales.

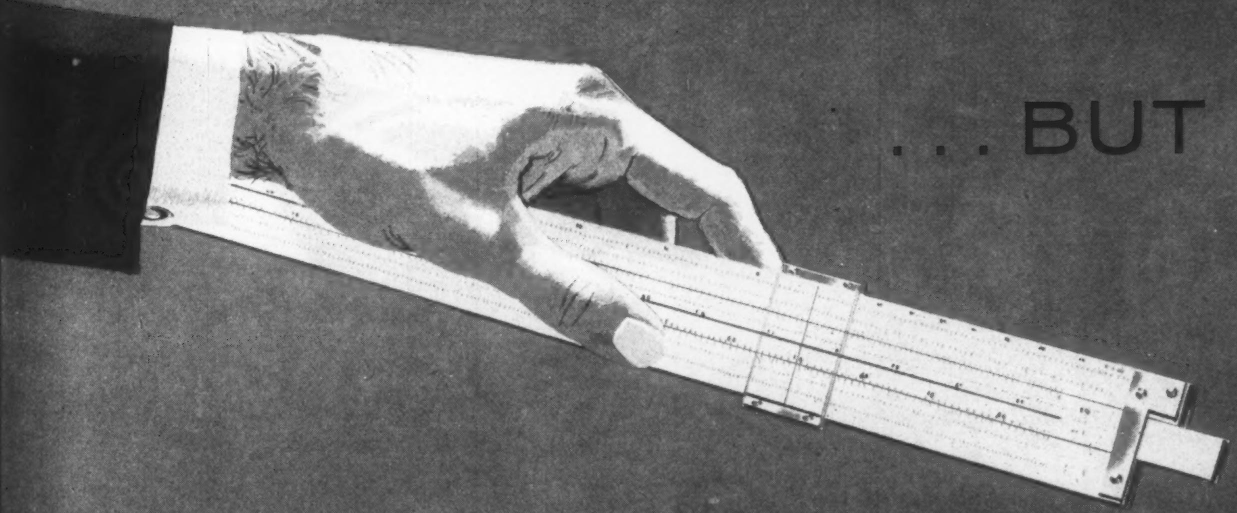
The advertisers are: Welch Grape Juice Co., Westfield, N. J., through Richard K. Manoff Adv., New York, which has ordered the alternate Friday 4-4:15 p.m. portion of *Queen for a Day* for 43 weeks starting Nov. 8 and also have renewed its alternate-week quarter-hour sponsorship of *Comedy Time* for 52 weeks starting

KOSI
DENVER
SAN FRANCISCO
KOBY
Number One
RADIO BUY
HOOPER – PULSE
NIELSEN
KOSI — See Forjoe
KOBY — See Petry

Combined Dallas/Fort Worth ARB August 12-18 share of audience summary, sign on to sign off, Sunday through Saturday

KFJZ-TV:25.5

STATION A:27.6
STATION B:27.0
STATION C:24.5



...BUT

YOU DON'T NEED A SLIDERULE TO MEASURE COST PER THOUSAND

KFJZ-TV's attractive rates — plus "more viewers per set" programming — delivers more for your TV dollar. See your Blair-TV man for AA *minute* availabilities.

KFJZ-TV *Channel* 11®

Represented by BLAIR-TV | *for the Dallas-Fort Worth market*

IS IT REALLY 4:04?

It depends on where you sit as U.S. starts changing clocks

From yesterday (Sunday) until the end of October, states and cities will be shifting back to standard time—along with those that never left it. To compound the confusion, some cities will be making the switch either later or earlier than other portions of their states. This is how it works:

States on Standard Time:[1]

Ala. (C)
Ariz. (P, M)
Ark. (C)
Colo. (M)
Fla. (C, E)
Ga. (E)
Idaho (M)
Iowa (C)
Kan. (M, C)
Ky. (C, E)
La. (C)
Mich. (C, E)
Miss. (C)
Mo. (C)
Mont. (P, M)
Neb. (M, C)
N. Mex. (M)
N. C. (E)
N. D. (M, C)
Ohio (E)
Okla. (C)
Ore. (P)
S. C. (E)
S. D. (M, C)
Tenn. (C, E)
Tex. (C)
Utah (M)
Va. (E)
Wash. (P)
W. Va. (E)
Wyo. (M)

[1] Except these cities which were DST but returned to Standard yesterday: Carlisle, Danville, Frankfort, Lexington, Louisville, Midway, Mt. Sterling, Paducah, Richmond, Stanford, Warren County, Wilmore, all Kentucky; Anaconda and Butte, both Montana; Los Alamos, N. M.; Mandan, N. D.; Akron, Burgettstown, Canton, Cleveland, Follansbee, Lorain, New Cumberland, Steubenville, Uhrichsville, Warren, Youngstown, all Ohio.

States on DST which returned to Standard yesterday:

Calif. (P)
Ill. (C)
Ind. (C)
Nev. (P)
Wis. (C)

States on DST which return to Standard the last Sunday in October:[2]

Conn. (E)
Del. (E)
D. C. (E)
Me. (E)
Md. (E)
Mass. (E)
Minn. (C)
N. H. (E)
N. J. (E)
N. Y. (E)
Pa. (E)
R. I. (E)
Vt. (E)

[2] Except these cities which returned to Standard yesterday: Allentown, Altoona, Bethlehem, Erie, Harrisburg, Johnstown, New Castle, Philadelphia, Pittsburgh, Reading, Scranton, Wilkes-Barre and Williamsport, all Pennsylvania, and Garret County, Md., which has been Standard all along.

(P) Pacific
(M) Mountain
(C) Central
(E) Eastern

Sept. 12; Brown & Williamson Tobacco Corp., through Russel M. Seeds Co., Chicago, which has renewed quarter-hour segments of *It Could Be You* and *Queen for a Day* on alternate Thursdays for 52 weeks, starting Oct. 31; Toni Co., Chicago, through North Adv., Chicago, which has renewed quarter-hour portions of *Tic Tac Dough* and *Queen for a Day* on alternate Mondays for 52 weeks effective Sept. 30; Sandura Co. (rugs and wall coverings), Philadelphia, through Hicks & Greist, New York, which has renewed alternate week quarter-hour segment sponsorship of *Queen for a Day* effective Sept. 18; Slenderella System Inc., Stamford, Conn., through Management Assoc. of Connecticut, Stamford, which has bought the alternate Wednesday 4-4:15 p.m. segment of the same program starting for the period Sept. 11-Nov. 6.

Virginia Hill Sues CBS, Others

An invasion of privacy suit for $1,250,000 over the *Climax* telecast of Sept. 5, "Trial by Fire," was filed Thursday in California Superior Court in Los Angeles against CBS, writer Dick Stenger and Chrysler Corp., sponsor, by Mrs. Virginia Hill. The complaint filed by attorney Bentley M. Harris charges the tv program dramatized the actual experience of Mrs. Hill during last December's Malibu fire after she had refused permission to have her story used on tv.

Mogen David Ups Network Tv

Mogen David Wine Corp., Chicago, has renewed its faith in network tv, in which it pioneered seven years ago, by expanding its outlay in that medium and increasing its overall advertising budget to $3.5 million for 1957-58.

The increased budget—about 50% over that for 1956-57—was announced by Edward H. Weiss & Co., Mogen David agency. The reason for the expansion was attributed to national distribution for the new Key wine line.

It's expected network tv *(Dick and the Duchess, Beat the Clock)* will receive 80-90% of the new budget. In 1956 Mogen David spent 95% ($2 million-plus) in tv.

Cohen Denies Slander, Libel In 'Mike Wallace' Damage Suits

Michael Cohen's answer last week to the damage suits of Los Angeles Police Chief William H. Parker and Police Capt. James E. Hamilton over allegedly slanderous and libelous remarks he made about them on an ABC-TV *Mike Wallace Interviews* program on May 19 [B•T, July 15], filed Sept. 25 in Los Angeles Superior Court, begins by asserting that he was "sued erroneously as Mickey Cohen."

Otherwise, Mr. Cohen's answer follows the pattern of the answers of American Broadcasting - Paramount Theatres, Philip Morris Inc., and N. W. Ayer & Son, co-defendants in the $3 million damage suits [B•T, Aug. 26]. He denies malice or intent to harm the plaintiffs and calls any statements he may have made during the telecast "fair comment and criticism of public officials," "a matter of public interest and concern." Chief variance of Mr. Cohen's answer is that he admits he made no retraction, whereas the other defendants claim that the "retraction and apology" read by ABC-TV Vice President Oliver Treyz on the *Mike Wallace Interviews* telecast of May 26 "constitutes a complete defense" to the plaintiffs' complaints so far as network, sponsor or agency is concerned.

Mr. Cohen's answer was filed by attorney Edward I. Gritz.

The fifth defendant in the suits, Mr. Wallace, resides and broadcasts in New York and has not been served in the action, it was reported.

Encyclical on November Agenda

Bishops of the Roman Catholic church in this country meet Nov. 13-15 in Washington at Catholic U., according to the National Catholic Welfare Conference. The Sept. 8 encyclical by Pope Pius XII [B•T, Sept. 16] presumably will be on the agenda. In his encyclical, the first to deal specifically with radio and television, the Pope ordered action to combat undesirable films and radio-tv programs.

CBS Radio Announces New Sales

Purchase by four advertisers of time on CBS Radio totaling more than $250,000 was announced Thursday by John Karol, vice president in charge of network sales for CBS Radio. Sponsors include Standard Brands and General Mills, which both bought into the network's daytime dramatic units, and Chrysler Corp. and American Home Foods, which signed for "Impact" segments.

ABN to Air 'Griffin Show'

American Broadcasting Network will air *The Merv Griffin Show*, Monday, Oct. 7 within the period of 7-9 p.m. (specific time to be announced). The musical variety program, an addition to the network's recently instituted live programming policy, will be heard Monday-Friday and will feature vocalist Darla Hood, a singing quintet, the Spellbinders, and Jerry Bresler and orchestra.

Never Before On TV!

"SHOCK!"

52 of Universal's Greatest Spine-Tingling Films

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FRANKENSTEIN • DRACULA • WOLF MAN • INVISIBLE MAN!

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TRANSCONTINENT MERGER OKAYED, $8 MILLION IN SALES APPROVED

- **NBC's WJAS buy authorized but with two FCC dissents**
- **Sales of KOVR (TV), KREM-AM-FM-TV, KFEQ passed**

The merger of Transcontinent Tv Corp. (WROC-TV Rochester, N. Y.) and WGR Inc. (WGR-AM-TV Buffalo, N. Y.), already under interlocking ownership, and the purchase of WJAS-AM-FM Pittsburgh by NBC (over the strongly-worded dissent of Comr. Robert T. Bartley) (see page 76) were among station sales approved last week by the FCC.

David C. Moore, Transcontinent president and board director, said the merger with WGR-AM-TV involves a consideration "in excess of $5 million." Under terms of the agreement, WGR stockholders will receive Transcontinent Class B common stock for their stock in the Buffalo stations. Transcontinent's authorized capital stock will be increased from $2.5 million to $5.1 million.

Also approved at the same time by the FCC was the purchase by Transcontinent of all but 9.5% of the stock held by General Railway Signal Co. in Transcontinent for $875,000. General Railway, which formerly owned 68% of Transcontinent, will give up all its Class A stock, retaining 5,000 shares of Class B stock.

Following the merger and purchase of General Railway stock, Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV,, David G. Forman and Seymour H. Knox III will own all of the Class A common stock of Transcontinent, and consequently will have control of the stations. All except Mr. Forman were stockholders of WGR-AM-TV prior to the merger, as were Transcontinent Class B stockholders Seymour H. Knox and Northrup R. Knox.

George Goodyear, president, board chairman and 11.5% owner of WGR-AM-TV, will receive Class B stock in Transcontinent for his WGR-AM-TV ownership, as will Margaret Crotty, Virginia Deuel, Norma Deuel Lutz, Norman Joseph and others, all WGR-AM-TV stockholders prior to the merger.

Mr. Moore announced that there will be no personnel changes at WGR-AM-TV. Van Beuren W. De Vries is manager of the tv station, Nat. L. Cohen manages the am outlet and Carl B. Hoffman is vice president in charge of engineering for both stations.

Ch. 2 WGR-TV is affiliated with ABC; WGR, on 550 kc with 5 kw, is affiliated with ABN. Ch. 5 WROC-TV is affiliated with both ABC and NBC. Transcontinent also owns 50% of WSVA-AM-FM-TV Harrisonburg, Va. (Hamilton Shea, former NBC vice president, owns the other 50%).

NBC, without a Pittsburgh affiliate since Westinghouse's KDKA there dropped the network, purchased WJAS-AM-FM from Pittsburgh Radio Supply House Inc. for $725,000. Sale of the WJAS stations was required under terms of a merger agreement with the *Pittsburgh Post Gazette* (WWSW) whereby Supply House received 50% of ch. 11 WIIC (TV) Pittsburgh.

With the FCC approval, NBC becomes the owner of five fm stations and the maximum number of seven ams. The network already owns seven tv stations (5 vhf, 2 uhf), maximum allowed by the FCC. This NBC ownership was the basis of Comr. Bartley's dissent on the grounds it "aggravates . . . an undue concentration of control." (For text of Comr. Bartley's dissent, see accompanying box.) Comr. Robert E. Lee also dissented and voted for a 309 (b) (McFarland) letter.

NBC is the licensee of WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, KNBC-AM-FM San Francisco, WRCV-AM-TV Philadelphia, KRCA (TV) Los Angeles, WBUF (TV) (uhf) Buffalo, N. Y., and WKNB and WNBC (TV) (uhf) New Britain, Conn. WJAS, currently an ABN affiliate, is on 1320 kc with 5 kw; WJAS-FM is on 99.7 mc with 24 kw.

KOVR (TV) Buy Okayed

The $3.5 million (plus or minus adjustments) sale of ch. 13 KOVR (TV) Stockton, Calif., to Hudson Valley Broadcasting Co. (Lowell Thomas, Frank Smith and associates) by H. L. Hoffman, Terry H. Lee and over 300 others also was approved by the Commission. Comr. Bartley again dissented and voted for a McFarland letter.

Messrs. Thomas (a CBS commentator), Smith and associates own WTVD (TV) Durham, N. C.; WROW-WCDA (TV) Albany, N. Y.; WCDB (TV) Hagaman, N. Y., and WCDC (TV) North Adams, Mass. WCDB and WCDC operate as satellites of WCDA. In addition, Mr. Smith owns 33⅓% of WCNS (TV) Baton Rouge, La.

Lincoln Deller, former owner of deleted KCCC-TV Sacramento, Calif., held an option to purchase 18% of KOVR. The ch. 13 outlet is affiliated with ABC.

Another sale receiving approval, also over the dissent of Comr. Bartley, was the $2 million purchase of KREM-AM-FM-TV Spokane, Wash., from Louis Wasmer to Dorothy S. (Mrs. A. Scott) Bullitt, 40%, and King Broadcasting Co. (KING-AM-FM-TV Seattle), 60%. In approving the sale, the Commission denied a petition by Tv Spokane Inc. to designate the application for hearing.

Mrs. Bullitt owns 72.56% of KING-AM-FM-TV, which in turn owns KGW-AM-FM-TV Portland, Ore. Mr. Wasmer will remain with the KREM stations as non-stockholding president. ABC affiliated KREM-TV operates on ch. 2 with 100 kw; KREM is on 970 kc with 5 kw day, 1 kw night; KREM-FM operates with 4.8 kw on 92.9 mc.

Jessie D. Fine and family received approval for their $841,091 purchase of

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RADIUS—The 50,000-watt voice of KOA-RADIO covers 302 counties in 12 states—a *complete* coverage of the *entire* 480-million-acre Western Market!

RECOGNITION — KOA-RADIO "knows" its listeners, and programs accordingly . . . skillfully combining top NBC programs with highly-rated local shows!

RESULTS—That's what you *want* . . . and always *get*, with each advertising dollar spent on KOA-RADIO! To sell the entire rich Western Market of 4 million people, buy the *only* station you need—KOA-RADIO!

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KOA Radio
DENVER
9/57
One of America's great radio stations
50,000 Watts **850 Kc**

Only ONE is atop the
Continental Divide
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 -:- Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

KFEQ-AM-TV St. Joseph, Mo., from Bing Crosby, Kenyon Brown, George Coleman and Joseph Thomas. The Fines operate an Indiana theatre chain and formerly owned WFIE (TV) Evansville, Ind.

The Crosby-Brown group is seeking FCC approval to purchase KCOP (TV) Los Angeles for $4 million from the Copley Press. In addition, Mr. Brown owns KWFT Wichita Falls and KLYN Amarillo, both Texas; 50% of KBYE Oklahoma City and KANS Wichita, Kan., and 22.15% of KGLC Miami, Okla.; Messrs. Crosby and Coleman own 6.1% and 6.4% of KGLC, respectively. Ch. 2 KFEQ-TV is affiliated with ABC and CBS; KFEQ is on 680 kc with 5 kw.

Must Dispose of Am

In another approval, Northeastern Broadcasting Co. (owned by WABI-AM-TV Bangor, Me.) purchased WAGM-AM-TV Presque Isle and WABM Houlton, both Maine, from H. D. Glidden for $525,000. However, the FCC ruled that the sale cannot be consummated until Northeastern disposes of its construction permit for WABQ Presque Isle.

WABI-AM-TV is principally owned by Horace Hildreth (60%) and Oliver Rea and associates. The same principals also own WPOR Portland, Me., and have an interest in WMTW (TV) Poland Spring, Me. In addition, Mr. Rea has interests in KMGM-TV Minneapolis and dark WENS (TV) Pittsburgh. Ch. 8 WAGM-TV is affiliated with CBS; WAGM is on 1450 kc with 250 watts and WABM operates on 1340 kc with 250 watts.

Henry H. and Ruthe A. Fletcher, 10% owners of KSEI Pocatello, Idaho, purchased the 90% of the station owned by Florence M. Gardner for $213,362. Prior to FCC approval, the Fletchers turned in the construction permit for ch. 6 KSEI-TV Pocatello, informing the FCC that they would be financially unable to construct and operate the tv station [AT DEADLINE, Sept. 16].

Mrs. Gardner is principal owner of KTFI Twin Falls, Idaho, which in turn owns 40% of KHTV (TV) Twin Falls. Mr. Fletcher is president-general manager of KSEI, which is on 930 kc with 5 kw.

Another approval was given to Seaway Radio Corp. (George W. Bingham, president-majority owner) to purchase WSLB Ogdensburg, N. Y., from St. Lawrence Broadcasting Corp. (J. R. Brandy, president) for $190,000. Mr. Bingham has interests in WGNY Newburgh and WKIP Poughkeepsie, both New York. WSLB is on 1400 kc with 250 watts.

American Broadcasting Stations Inc. (WMT Cedar Rapids, Iowa) received the Commission go-ahead for its $155,000 purchase of KEOK Ft. Dodge, Iowa, from Ft. Dodge Broadcasters Inc. (Harold W. Cassill, president). ABS is controlled by Helen S. Mark and children and owns 49% of WMT-TV. William B. Dolph and William B. Quarton, who own the remainder of WMT-TV, vote the Mark stock. Mr. Dolph also owns 31% of KJBS San Francisco and 43% of KMYR Denver; Mr. Quarton has a minority interest in KMYR. KEOK is on 540 kc with 1 kw daytime.

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cost per thousand station

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Get out the slide rule, figure again . . . Providence is no longer an automatic buy because WICE is on the move! Up and up the ratings go in just eleven months of Elliot management. Do nothing 'til you see Hooper, July and August.

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TIM ELLIOT, President

Akron, Ohio - **WCUE** / **WICE** - Providence, R. I.

National Representatives The John E. Pearson Co.

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Information concerning the best TV buys in Fresno and the San Joaquin Valley is available to you at no cost from your nearest BRANHAM man. Ask him to show you how the #1 station in the entire market (KJEO-TV) eliminates all strain, pain, hurry, worry in your buying. We guarantee you'll save energy . . . get more for your money on KJEO-TV in Fresno. ACT TODAY!

ONE OF THE
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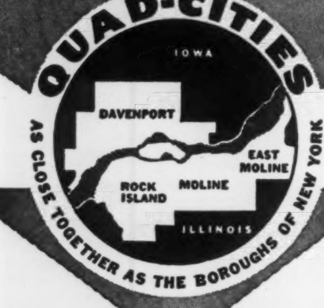
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK



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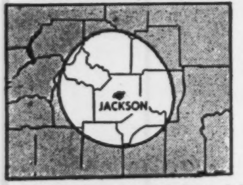
191,000 watts K·MSO-TV CBS ABC NBC
MISSOULA, Montana
●
affiliated with KGVO radio
MOSBY'S, INC.

WDXI-TV CBS
JACKSON, TENNESSEE
Channel 7
Covering half million people in the mid-South



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NBC'S NEW AM ALARMS BARTLEY

Text of Comr. Bartley's dissent of Commission approval of the NBC purchase of WJAS-AM-FM Pittsburgh (see page 74).

"This proposed transfer will give NBC its seventh am station in the major markets of this country.

"In my opinion, the seriousness of the policy questions raised by this transfer requires that the Commission seek, through a public hearing, the data and information which will enable it to determine whether the proposed transaction meets the statutory criterion of being in the public interest, convenience and necessity.

"The two major issues presented here are (1) the impact which ownership and operation of this station in Pittsburgh by NBC will have upon the competitive broadcast structure, and (2) its impact on the formulation of policy, currently under study in several governmental quarters, with respect to network ownership of broadcast stations and multiple ownership, in general, of broadcast facilities.

"With respect to the first issue, it would appear that the Commission must, through the development of all the facts on a hearing record, first determine whether ownership and operation by NBC of this facility in the eighth largest market, and its shift from independent to network ownership, would tend to lessen competition among the Pittsburgh stations for national, regional, local and spot advertising, and whether the changes which will take place in the programming of the stations involved will better serve the interests of the public and advertisers in the area in terms of its availability as a local outlet.

"Equally significant at this particular time is the fact that active consideration is being presently given to a re-examination and possible re-definition of Commission policy and rules and regulations regarding multiple ownership of broadcast stations in general and network ownership and operation in particular.

"The Commission's Network Study Group, it is expected, will soon present to the Commission its report on the entire problem of multiple ownership by networks and others (see page 31).

"In the context of these developments, it should be emphasized that the proposed transaction represents an expansion of the holdings of this network to the *maximum* presently allowable in am and tv and, when added to its present complement of high power, clear channel am stations and its tv facilities, further aggravates what I have heretofore consided to be an undue concentration of control of the media of mass communication. In this connection it is to be noted that the Department of Justice is currently engaged in antitrust litigation against NBC in which it is seeking, among other things, divestiture by the network of stations acquired by it in Philadelphia from an independent licensee. Moreover, there has been no satisfactory showing in these applications before us of the factors considered necessary to justify network ownership and operation of stations in a new market.

"In my view, the Commission should not at this time permit the acquisition by a network of an important broadcast facility in a major market—which does not presently have a network owned-and-operated station—without first obtaining through a hearing record the necessary data and information upon which it can determine whether a grant of the application would, in fact, serve the public interest, convenience and necessity."

Appeals Court Remands Grant For ABC-TV, XETV (TV) Tie-up

The U. S. Court of Appeals in Washington last week ordered the FCC to reconsider its October 1956 grant to ABC-TV giving that network authority to transmit live programs to XETV (TV) Tijuana, Mexico. The Commission erred in not considering XETV's programming standards, the court ruled in staying the ABC-XETV affiliation.

The two San Diego stations, KFMB-TV and KFSD-TV, had protested the FCC action and the court's ruling came following an appeal by KFMB-TV. The ch. 6 Tijuana station can be received in San Diego.

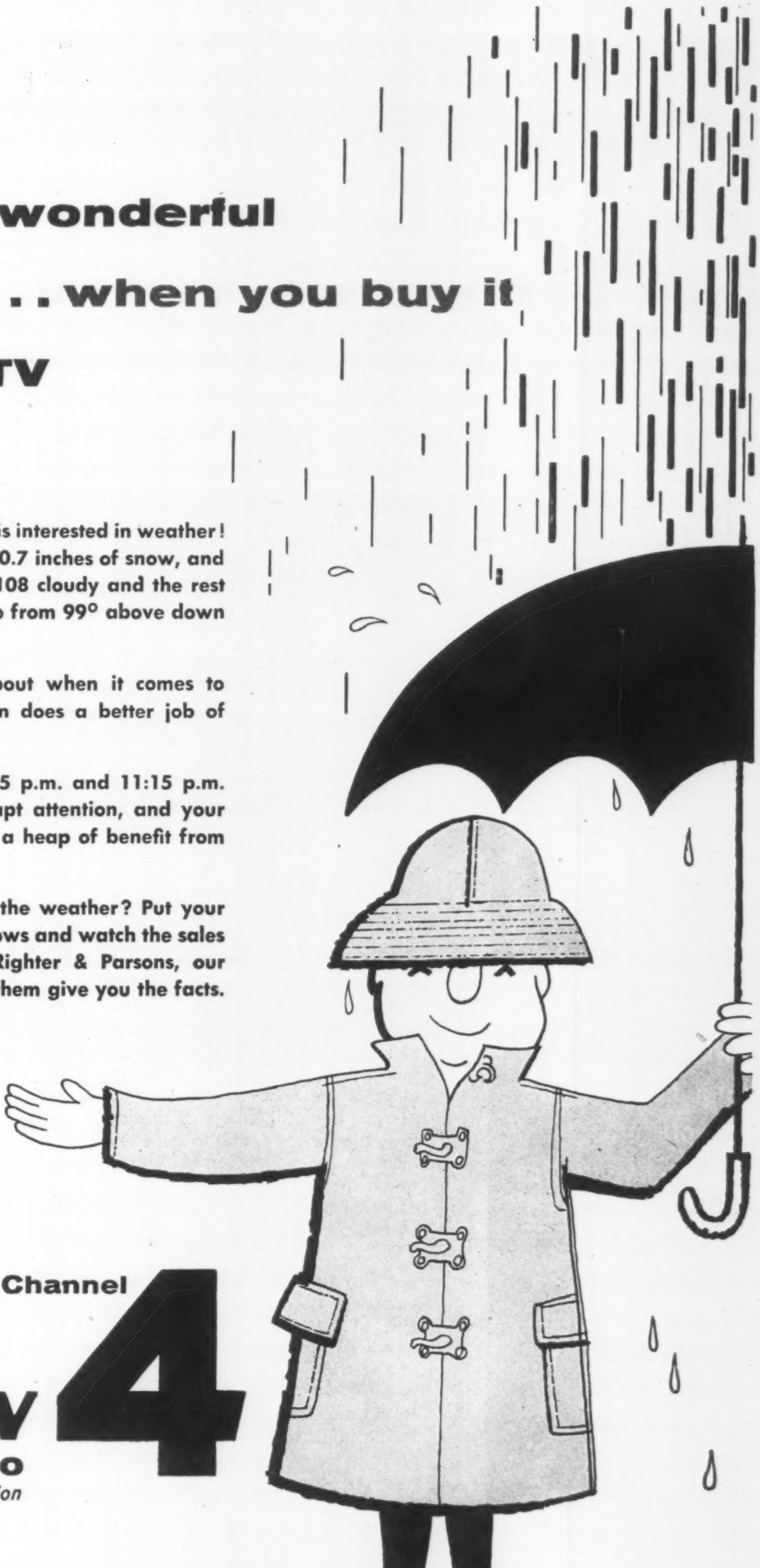
"Obviously, American network programs would make XETV a more attractive station to its San Diego viewers and the larger audience it would attract would also be available to it for its locally originated programs," the court opinion stated.

"While the Commission has no power to prevent XETV from broadcasting to San Diego locally originated programs which are objectionable by American standards, it has power to refrain from issuing a permit which would give those programs a larger American audience."

Hobby's Beaumont Deal Defended

FCC's Broadcast Bureau is maintaining that Houston broadcaster-publisher W. P. Hobby's financial arrangement with ch. 6 KFDM-TV Beaumont, Tex., does not disqualify that outlet from keeping its grant. The Bureau's position was taken during oral argument last week before FCC on exceptions to the second initial decision in the controversial ch. 6 hearing—in which the examiner recommended withdrawing the grant from KFDM and awarding it to KRIC-*Beaumont Enterprise* and *Journal* [B•T, April 1]. At issue is the 1954 award to KFDM and subsequent arrangement whereby KTRM Beaumont withdrew in exchange for $55,000 out-of-pocket expenses and Mr. Hobby received option to 32.5% interest in the new licensee to run the ch. 6 outlet. Mr. Hobby had an option to buy 35% of KTRM should it have been successful in its application for ch. 6.

weather's wonderful in Buffalo . . . when you buy it on WBEN-TV



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Channel 4

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homes is $2.39
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The third station's
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AND ANYTIME
WSAZ-TV delivers
ONE THIRD more
total homes than
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Source: June 1957 ARB
All figures based on
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Affiliated with Radio Stations
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CELLER LAMBASTES VIDEO PROGRAMMING

- **Congressman talks to ATAS**
- **Says he may probe tv again**

Rep. Emanuel Celler (D-N. Y.), who views network practices with a jaundiced eye, last week extended his field of vision to include tv programs.

The congressman mounted his blistering attack in an address Tuesday before an Academy of Television Arts and Sciences luncheon held by the New York chapter at the Harvard Club.

In colorful language, Mr. Celler made plain his dislike for current tv fare, striking out at "imitation," "mediocrity" and "hysteria" (in newscasts). He noted that he wanted to emphasize he was talking "as Mr. Everyman, who objects to being a complacent partner in the rape of the airways," adding, "I cannot, most unhappily, as the old joke goes, 'relax and enjoy it.' "

Highlights of his talk:

- The networks, he charged, are seeking "the lowest common denominator in public receptivity, the largest potential market, the tapping of as many human skulls as possible at one given moment, and ratings."
- The "goal" in tv today "is not the integrity of performance, but the clink of coin into the sponsor's coffers, the smell of the green bill," he asserted.
- Tv, he said, in effect is controlled by "the sales manipulators, the persuaders who tap the fears, insecurities, and the inanities that lurk in all of us." While telecasters may seek profit, he asked, can they do so "without limit and without public responsibility?"
- He reiterated charges that the networks have a "stranglehold" on "prime" tv hours and victimize the public with "must-buy" practices. He directed his fire on "financial interests the telecasting companies have in pushing motion pictures or music by which they themselves stand to gain and placing them on the screen instead of programs in which they have no financial interests." He deplored what he called the "control" of tv by two major networks, CBS-TV and NBC-TV.
- Pay tv is "not the answer," he opined, because it is "discriminatory, favoring those able to pay as against those not so fortunate." Advertising would not be eliminated in subscription tv, the chase for the "largest possible audience" would be on and "it would mean that we would pay once again to be told what we want and when to want it."
- Mr. Celler's suggestion: that the tv industry lift the standards of programming higher and rid itself of the "fear of decimation by the decimal point." (He labeled the rating services—A. C. Nielsen Co., Trendex, Pulse and ARB [American Research Bureau] as "The Four Horsemen of the Coaxible" and as "masters of precision instruments or IBM cards" who can "make or break a show or a star.")

To newsmen after his talk, Mr. Celler noted that:

- His House Judiciary Antitrust Subcommittee is awaiting action from both the Justice Dept. and the FCC on the subcommittee's recommendations made in its report that followed the House group's network inquiry.
- If the government agencies fail to act by about the first of the year, the subcommittee plans to again urge governmental action and/or reopen hearings.
- Indications are that Justice will act on multiple ownership and on divestiture of network ownership in Broadcast Music Inc.; that the FCC will act on other recommendations, such as "must buy" and "option time" practices. He predicted that legislation probably will be introduced next year in Congress to include broadcasting in the sale of services provision of the Robinson-Patman Act and thus place discounts on an equal basis.
- Wire toll tv operators probably will come under eventual regulation, and, in fact, be subject to congressional scrutiny since it is believed, in some quarters, that the medium is interstate, not intrastate.

In urging "adult television fare," Mr. Celler asserted: "What we don't have (in the tv industry) is the faith. This grubbing for the pot of gold at the end of the television spectrum has reduced the viewing public to a static symbol of an earthenware pitcher, passively submitting to the trite and the vulgar being poured down the open gullet."

Coming under his fire: quiz shows—"winnings grow bigger and bigger and the m.c.'s more raucous"; psychological drama—"no play is safe from the nemesis of neuroses in hot pursuit of the tortured, writhing soul"; variety shows—"the big name hunt" following "only the format that has succeeded"; newscasts—though among the best of tv presentations, they "often succumb to hysteria."

Asked Mr. Celler: "Why can't we have television of taste and integrity? Why can't we have television that is exciting, provocative and vibrant? Why is the television world so full of trembling and so two-by-four that it ends up either lifeless or larger than life?"

Expressing the belief a revolt is on against current programming in tv, Mr.

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Celler said one of these signs is pay tv, which he labeled "gas meter television." Of toll tv, he warned that "advertising won't be eliminated because they [toll operators] would want to get as many shekels as they can . . . The almighty dollar would activate the policy."

ABC-TV Raps Initial Decision In Lubbock, Tex., Ch. 5 Case

The mid-September initial decision recommending the award of ch. 5 in Lubbock, Tex., to Texas Technological College there was attacked last week by ABC-TV, which told the FCC that financial support to the college from two local vhf stations would keep the station from commercial broadcasting and network affiliation.

KCBD-TV and KDUB-TV, both Lubbock, have agreed to give the college $60,000 in aid if it refrains from other than non-commercial activities. But ABC-TV pointed out that ch. 5 is not reserved for education, and according to the Communications Act, should be free to commercialize if local public service dictates.

FCC Dismisses 'Luther' Dispute In Renewing License of WGN-TV

The FCC last Wednesday quietly renewed the license of WGN-TV Chicago, which became involved in a lengthy—and loud—dispute last winter after it canceled a scheduled showing of a film on the life of Protestant Martin Luther.

Soon after the cancellation, the Action Committee for Freedom of Religious Expression asked the FCC to schedule the station's license renewal application for hearing [B•T, Feb. 25]. When the film later was shown by WBKB (TV) Chicago and WISN-TV Milwaukee, the committee withdrew its request [B•T, March 25].

Charleston Ch. 4 Grant Stayed

The Aug. 1 grant of ch. 4 in Charleston, S. C., to Atlantic Coast Broadcasting Corp. (WTMA-TV) was stayed Thursday by the FCC on the basis of an economic injury protest lodged by ch. 2 WUSN-TV Charleston. The Commission scheduled a hearing on the grant to determine, among other things, if the proposed building site of WTMA-TV will be available and if Atlantic Coast is financially qualified to build and operate a tv station.

Currently operating in Charleston are WUSN-TV and ch. 5 WCSC-TV.

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Oregon ETV Deleted For Commercial Use

In decisions on allocations cases last week, the FCC (1) deleted the educational reservation on ch. 9 Eugene, Ore., making it available for commercial use; (2) assigned ch. 2 to Portland, Ore.; (3) denied a request to shift ch. 3 (WRCV-TV) from Philadelphia to Atlantic City, and (4) turned down a request to delete ch. 7 (WSPA-TV) from Spartanburg, S. C.

In making ch. 9 at Eugene available for a commercial station, the Commission stated that the continued reservation of the channel for educational use could not be justified "in the absence of substantial evidence that the educational interests" of the Eugene area have made any attempt to utilize the channel. A proposal to reassign educational ch. 7 Corvallis, Ore., considered in the same docket case, to the Eugene-Corvallis area was denied because a construction permit has been issued to the Oregon State Board of Higher Education (KOAC-TV) for ch. 7 at Corvallis.

Third Channel 'Unreserved'

Removal of the educational stipulation on ch. 9, effective Oct. 31 and requested by Liberty Tv Inc., marked the third time the FCC has "unreserved" a vhf channel. The other instances were ch. 5 in Weston, W. Va., and ch. 3 in College Station, Tex. (replaced with a uhf reservation). Comrs. Richard A. Mack and Robert T. Bartley dissented.

The Commission awarded ch. 2 to Portland and denied conflicting proposals to allocate the channel to Vancouver, Longview and Aberdeen, all Washington, and Condon, Astoria and The Dalles, all Oregon. However, the FCC noted, this does not prevent an applicant from filing for the channel in Vancouver (15 miles from Portland).

"In our view," the Commission stated, "the merits of employing ch. 2 in the Portland (and Vancouver) area outweigh those to be gained by using ch. 2 to provide a first local vhf outlet in Longview or any of the other smaller communities involved." It was pointed out that the Portland metropolitan area (with three operating vhf stations) has a population of 512,643, ranking 21st in the U. S. The original request to assign ch. 2 to Portland was made by the Tribune Publishing Co., licensee of KTNT-TV Seattle-Tacoma, and the shift becomes effective Oct. 31.

Presently operating in Portland are ch. 6 KOIN-TV, ch. 8 KGW-TV and ch. 12 KPTV (TV). Also assigned to that city are chs. 10 (educational), 21 and 27 (formerly KPTV).

David E. Mackey, permittee of ch. 52 WOCN (TV) Atlantic City, had petitioned the Commission to shift ch. 3 from Philadelphia to Atlantic City. NBC, which owns WRCV-TV, filed a vigorous protest to the proposal.

In denying the request, the Commission pointed out that it currently is seeking to solve the scarcity of local tv outlets in New Jersey as well as other areas and that while this study is continuing it would not be wise to remove a tv station from a city the size of Philadelphia to provide a local service to a much smaller city. This is particularly true, the Commission stated, since there are no other vhf stations in Atlantic City to provide competition for a ch. 3 station there.

It also was pointed out that Atlantic City currently receives a tv signal from WRCV-TV, WFIL-TV and WCAU-TV, all Philadelphia, and WCUE-TV Wilmington, Del.

Deletion Not Warranted

Deletion of ch. 7 from Spartanburg to provide additional tv service in other cities is not warranted, the FCC stated, in refusing to reconsider (originally denied last May) the request filed by ch. 26 WTVK (TV) Knoxville. WTVK asked that the channel be reallocated to Knoxville and either Columbia, S. C., or Augusta, Ga.

The Commission found that there is no substance to WTVK's contention that Spartanburg would become predominantly a uhf area if ch. 7 were deleted because the area currently receives signals from four vhf stations. "In our view, the television situation existing in the Spartanburg area is such that a worsening rather than an improvement in the tv situation in the area could be expected" if ch. 7 is deleted, the Commission stated.

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COMMUNITY TV OPERATORS MEET; PAY TV SPECULATION TAKES OVER

- **Wired versions capture delegates' biggest interest**
- **Biggest problem: threat of public utility rulings**

Toll tv and its technical, legal and economic aspects completely dominated the fourth annual western conference of the National Community Television Assn., held Tuesday-Thursday at the Ambassador Hotel in Los Angeles with a registration of 210.

Both broadcast and wired methods of program distribution were discussed, but the emphasis was definitely on the latter. This was natural for two reasons: the community antenna operator already has connections into the homes of his town and can add other programming immediately if he thinks the idea economically feasible, and, unlike broadcast tv, he can enter the closed circuit field without the consent of the FCC.

There are other regulatory problems, however. One of them, and one that the wired tv people must face now and solve promptly, is the pressure to place this operation under public utility regulation, E. Stratford Smith, general counsel of NCTA, told the meeting. Noting that it had taken three years and cost the association $10,000 to defeat an attempt of the state of California to classify community antenna systems as public utilities, he warned that the wired tv battle might well be even tougher and he urged the various companies who are promoting closed circuit television to start now in educating the public and the government.

"Don't think this is an idle threat," Mr. Smith said, reporting that a Jackson Hole, Wyo., community antenna operator had considered adding local programming to that picked up by his master antenna and had written the Wyoming Public Utility Commission to ask if this would bring him under their jurisdiction. He promptly was told that it would and he dropped the idea.

If closed circuit tv is put under public utility regulation, Mr. Smith pointed out, then its rates and its costs, including program costs, will be subject to regulation. He urged the toll tv companies to go to the motion picture unions and guilds and point out to them that the cost of producing programs used on wired tv will also be subject to regulation. Furthermore, "there is not one reason for regulating wired tv that would not also apply to motion picture theatres," he stated. Expenses of baseball teams whose games are televised on wired tv systems also would be subject to scrutiny by public utility commissions, he said, if these systems should be found to be public utility operations under the laws of any state.

Mr. Smith was severely critical of the statement made by FCC Chairman John Doerfer to the Radio & Tv Executives Club of New York [B•T, Sept. 16] to the effect that if closed circuit tv succeeds some sort of government regulation will result. "Mr. Doerfer has not looked very closely at wired tv," he said, noting that as former chairman of the Wisconsin Public Service Commission, the FCC chairman should know better than to put this service into the public utility class. Mr. Smith was equally critical of B•T's editorial comment that "most broadcasters would applaud" Mr. Doerfer's statement.

Quality entertainment is the key to successful operation of a toll tv system, Paul MacNamara, vice president of International Telemeter Corp., said Wednesday. The public gets critical very rapidly, he said, and as soon as the novelty of toll tv wears off they'll only be willing to pay for entertainment that in their opinion is superior to anything they can get without payment.

This, he stated, makes some sort of per-program payment plan essential for toll tv. It also is essential at the other end of the operation, too, he noted, as the producer of a $5 million motion picture won't want to take the same payment for its use on toll tv as the producer of a $500,000 picture, and to satisfy the producers there will have to be some way to measure the size of the audience for their productions.

Describing the Telemeter equipment, which the NCTA members saw in operation Thursday, Mr. MacNamara defended its coin-box feature which others had criticized by pointing out the trouble many families have in paying bills for necessities, which toll tv certainly is not. "A monthly bill might never get paid," he said, "but with a coin box to take the money in advance we can nickle-and-dime them to death and they'll never notice."

Telemeter is suggesting to the local companies who will use its equipment in toll tv systems in their communities that they add local programming to motion pictures and national sports events, providing a service not otherwise available in their communities, especially in suburban areas of a major city, Mr. MacNamara said. These operators also might devote one channel to advertising-supported tv operation, he commented, serving local advertisers interested only in reaching the people of that community, who could not afford to buy time on one of the city tv stations but might be glad to use a community tv service.

Jerome Doff, vice president of Skiatron Tv Inc., speaking for his company in place of President Matthew Fox, who had been scheduled but was called away on business, agreed with Mr. MacNamara that programming is what will determine the success or failure of toll tv. Skiatron is not a manufacturer, he said, reporting that the decoder its engineers have developed will be manufactured elsewhere and sold to operators without profit to Skiatron. Neither does Skiatron plan to operate local toll tv sys-

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tems, he added, defining its part in the picture as a program purveyor.

Already, Mr. Doff stated, his company has lined up not only a number of outstanding sports events, but also a majority of the great classic artists and some Broadway hit shows. Any one can bid for the right to show motion pictures, he added. One thing that Skiatron will not do is to use any programs now on free tv, he declared. "We wouldn't take them at any price, because we think they're not enticing enough for the public to pay for. We'll take only programming with proved box office success."

"The effect of pay tv will be to strengthen, not kill, free tv," J. D. Wrather, president of KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, said at the Wednesday luncheon session.

A few marginal programs now on the air may become casualties to the competition of pay tv, Mr. Wrather said, but "nothing can take away from the nation's advertisers a medium that sells goods the way tv does. If they can't get on pay tv, they'll program competitively on free tv." The living room of the American home is not going to hold a captive audience for toll tv programs, as some people seem to think, he said. Instead, it's going to be a battlefield.

President of Wrather Television Productions *(Lassie, Lone Ranger, Sergeant Preston of the Yukon)*, owner of the Disneyland Hotel and purchaser of Muzak [B•T, Sept. 23], Mr. Wrather said that as an investor he had looked at toll tv prospects in several cities. "I hope to be in pay tv when it develops," he said, " and I'm sure it will develop."

As a program producer who has also made theatrical films, Mr. Wrather said he is aware of the pressure of the unions and guilds who want to share in the producer's income, regardless of profits, and he predicted that the advent of toll tv will greatly increase this pressure. As a result, he also predicted, the prices the producers will ask for the use of their pictures on toll tv will be "fantastic."

And, as owner of Muzak, he urged toll tv operators to give their subscribers an extra free service by devoting one channel to "scientifically planned and produced background music, which only Muzak can provide."

Wired television can lead to a revolution in industrial communications as well as to a new form of entertainment transmission,

JERROLD'S PITCH FOR WIRED TV

By using closed-circuit tv to take their pictures into the homes of their customers instead of waiting for them to come to the theatres, motion picture distributors can increase their revenue by two or three times the amount that now is paid at the theatre box office, Milton J. Shapp, president of Jerrold Electronics Corp., told a meeting of the Screen Directors Guild in Los Angeles last Monday.

Television, traffic and the high cost of baby sitters have combined to keep people at home and away from movie theatres, Mr. Shapp said. "The biggest screen in the motion picture industry today is 21 inches," he declared, advising the motion picture people not to fight it but to join it.

Reporting on the situation in Bartlesville, Okla., where on Sept. 3 Video Independent Theatres began testing closed-circuit subscription television using Jerrold equipment [B•T, Sept. 9], Mr. Shapp said that in three weeks 743 families out of the 4,800 have requested it in the area which has been wired and that 492 homes are already hooked up to get it. Advance estimates had been that 500 to 600 subscribers by this Christmas would be good, with Christmas of 1958 set as the target date for 1,500-1,600 homes, the break-even point. In light of the present number of applicants for service, Mr. Shapp said that the break-even point might well be reached by the middle of next year.

In a strongly competitive speech, Mr. Shapp touted the virtues of the use of cables for transmission of programs from studio to home over what he called the "scrambled broadcast" method. This is not only a technical issue, he declared, but an issue over who will control this new medium, "the broadcasters or the entertainment industry."

"If by any chance scrambled broadcasting systems should be more economical to install and operate, then it is obvious that under the new FCC-proposed plan to allow any broadcaster to institute his own tests of scrambled broadcasting, the future of entertainment will rest primarily in the hands of the broadcasters," he said. "However, if cable systems are more economical to install and operate, then, as Henry Griffing [head of Video Independent Theatres] is proving in Bartlesville, the exhibition of box office programs into the homes will continue to be the business of the entertainment industry."

Mr. Shapp was equally emphatic on the technical advantages of Cable Theatre [his name for the Jerrold system of closed-circuit subscription tv] over the proposed broadcast systems. "Any business operation built around the scrambled broadcast systems of Zenith, Skiatron or Telemeter is doomed to bankruptcy," he stated. "Technically these systems are monstrosities." He said that each of these systems could easily be broken and predicted that were any of them put into operation an "undo-it-yourself" kit would be on the market in a matter of days.

Furthermore, Mr. Shapp declared that the capital cost for a Cable Theatre system is well below the $90 to $100 per subscriber cost of installing a scrambled broadcast system, once 25% of market saturation is reached. But it's the operating cost that "will cause the operator of a scrambled broadcasting system to go broke," he commented, pointing out that in attaching decoders to tv sets the operator accepts the responsibility for keeping those sets in working order and that "his collection method involves either the use of coin boxes that are costly to maintain and 'empty,' or he must rely upon a method whereby the customer tells him which programs have been viewed so that he in turn can send out his bills."

In the field of closed-circuit tv, Mr. Shapp eliminated the open wire method of program transmission proposed by Skiatron by declaring that it will not deliver pictures of acceptable quality, then turned to the per program collection methods of Skiatron and Telemeter (which like Cable Theatre plans to use cables to transmit its program service) and the flat fee plan of Cable Theatre. The per program plan, he said, calls for a higher investment in equipment, plus higher operating costs in maintenance, in collecting and in program promotion.

From Jerrold's experience in installing cable systems for some 350 community antenna operations and in operating nine such systems, Mr. Shapp estimated that to serve 150,000 subscribers in a city of one million population (50% saturation), the capital and operating costs of the three systems would be:

	Capital Investment	
	Total	Per Subscriber
JERROLD	$11,000,000	$ 73.50
SKIATRON	15,250,000	102.00
TELEMETER	18,100,000	122.00
	Yearly system expense (minus programming)	
	Total	Per Subscriber
JERROLD	$5,250,000	$ 35.00
SKIATRON	11,400,000	76.00
TELEMETER	11,550,000	77.00

If the programming cost were to average $50 a year per subscriber, he said, Skiatron and Telemeter would have to get about $10.50 from each subscriber just to break even, whereas, the Jerrold Cable Theatre break-even point would be approximately $7 a month. But he said that in case the public should prefer to buy the service on a per program basis Jerrold is developing a metering system to record who-watches-what-when at a central office, with billing costs appreciably less than those of the other systems.

Questioned about how the producers of motion pictures, who he said would be the "backbone" of any home program service, would be paid for their product under the package plan which does not report the audience for each film, Mr. Shapp said that one of the basic faults of the motion picture business has been its preoccupation with percentages rather than dollars. He predicted that if his system produces a greater dollar revenue for motion pictures overall, some satisfactory way of dividing it will be found.

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Lloyd Hallamore, president of Hallamore Electronics Corp., stated. Reporting on the successful use of closed circuit tv in his own plant to keep the worker informed of the company's new plans and procedures, Mr. Hallamore said that a two-way tv system for communication between his company and others with whom it is working on special military orders is now being developed as a more efficient way of sharing information than the present method of sending experts back and forth.

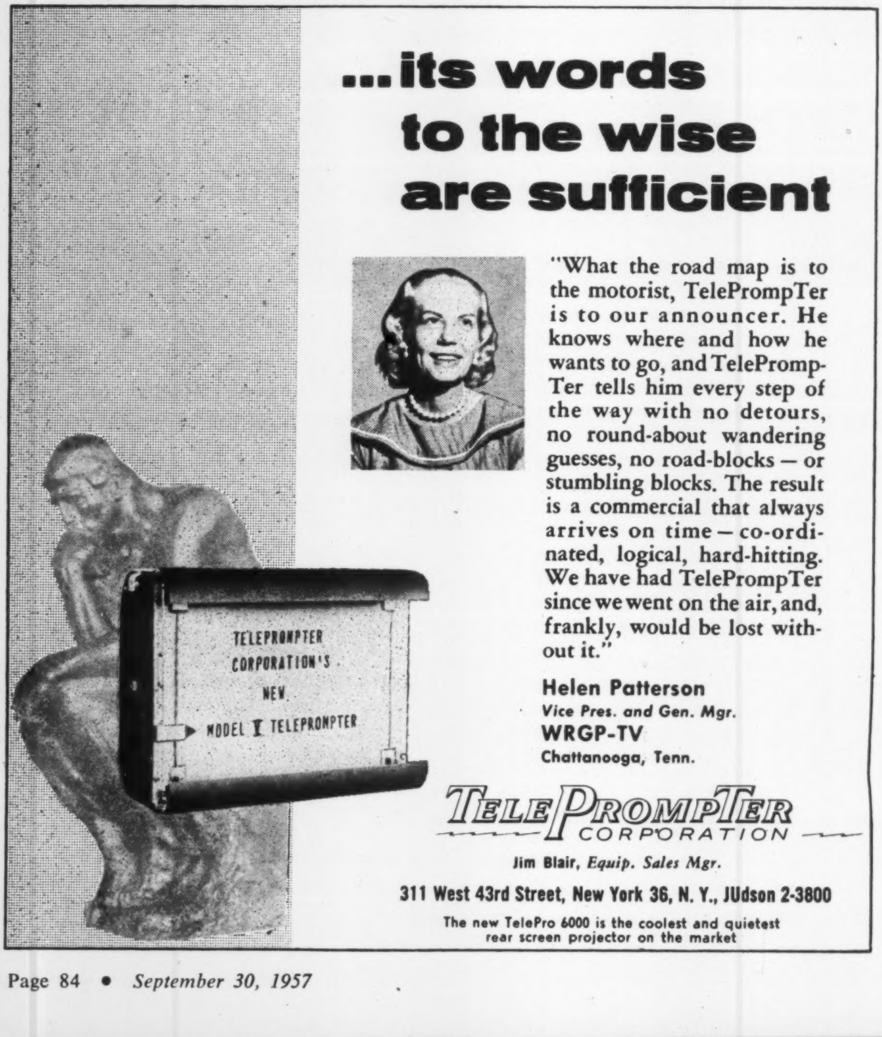
Community antenna operators who are thinking of entering the closed circuit toll tv field were warned by Allan J. O'Keefe, president, Gamble & O'Keefe Motion Picture Circuit, that they should be cautious in buying motion pictures. "There is no fixed price for film rentals," Mr. O'Keefe stated. "It's strictly a bartering business and when you're dealing with film salesmen you're dealing with guys who really know how to barter." Having spent 32 years selling motion pictures to theatres before becoming an exhibitor himself in 1951, Mr. O'Keefe could be considered an informed source on motion picture economics.

Audience acceptance is the only practical standard of picture quality as well as of entertainment, Caywood C. Cooley, Jerrold vice president who had charge of constructing the Bartlesville distributing system, told the meeting. For Bartlesville, where people are accustomed to receiving good, snow-free tv program service from their rooftop antennas, the system had to be designed to deliver pictures of as good or better quality to subscribers, he said. This is somewhat different from most community antenna installations of a few years back, which had only poor tv reception, if any at all, as competition. The older community tv systems will have to be revamped if they are to come up to the specifications required for closed circuit tv, he stated.

In opening the three-day conference, NCTA President George J. Barco urged the group to keep an open mind on closed circuit tv as a possible extension of their present service, but warned them not to forget that they are community antenna operators first and that their major concern should be that of bringing free tv programming to fringe areas where reception would otherwise be either impossible or of poor quality.

"The association itself has not come to any conclusion about this new medium," President Barco reported. He expressed the personal opinion that what is being tested in Bartlesville "is only a new way of movie exhibition, rather than a new kind of television."

The proposed on-channel vhf booster standards of the FCC are not needed, don't serve the purpose for which they are intended, won't work and were issued only as a result of political pressure, George Frese, consulting radio engineer of Wenatchee, Wash., declared in a discussion of these standards as compared with the present operation of unlicensed boosters. He predicted that the chaotic situation that now exists in areas where the boosters are used will continue for some time to come. Archer S. Taylor, also a consulting engineer and a teacher at Montana State U., urged community antenna operators who want to protest to the FCC to present the reasons for their protests and not just say they're against it.



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Sports Network Sets Cage Series

Sports Network Inc. has announced it will telecast a minimum of 11 Saturday afternoon live regional basketball games of the Atlantic Coast Conference for the 1957-58 season, according to Richard E. Bailey, network president. The first game is Dec. 7. Sports Network also telecasts Big Ten basketball games.

At the same time, Mr. Bailey announced the appointment of William N. Creasy Jr., formerly assistant operations manager of the network, as director of publicity. Mr. Creasy, formerly head of the radio-tv department at St. Lawrence U., Canton, N. Y., became associated with the network in June. He organized and still operates the St. Lawrence Hockey Network.

Firm Signs 11 for Jingles

Commercial Recording Corp., Dallas, Tex., has announced sale of its new "Series Three" jingle package to four McLendon stations, four Triangle stations and three others in this country and Canada. Clients are Triangle's WFIL Philadelphia; WNHC New Haven, Conn.; WFBG Altoona, Pa., and WNBF Binghamton, N. Y.; McLendon's KLIF Dallas, KTSA San Antonio, KILT Houston, all Texas, and KTBS Shreveport; CKEY Toronto, CKOY Ottawa and KFH Wichita, Kan.

The package consists of 41 jingles, primarily written by Commercial Recording President Tom Merriman, for use as program introductions, musical call letters, program and safety reminders and time-temperature signals. Hollywood Artists supplemented the firm's staff musicians for the recordings.

New Firm to Supply Tv Stations

Formation of a subsidiary firm to supply television stations with electronic equipment, lighting apparatus, sets, office furniture and other station needs has been announced by Louis J. Dahlman, majority stockholder of Television Clearing House Inc., New York tv barter firm. The new company, of which Mr. Dahlman is president, is Mutual Television Purchasing Corp. "Through pool purchasing" from offices in both New York and Hollywood, Mr. Dahlman said, "MTPC will guarantee to stations 6-10% savings on annual purchases." TCH claims to be "program consultant" to 139 stations.

KBS Adds 1,000th Affiliate

Keystone Broadcasting System has announced the signing of its 1,000th affiliate—KAGE Winona, Minn.—simultaneously with a contract from Sterling Drugs Inc. (Bayer Aspirin, Phillips Milk of Magnesia, other products) for a 1,000-spot schedule. KAGE, owned by Albert S. Tedesco, went on the air with 1 kw last June.

Bartlesville System To Begin Officially

The Telemovies pay tv system in Bartlesville, Okla. [B•T, Sept. 9], starts its official commercial operation tomorrow (Oct. 1) when the first bills for $9.50 go out to the 472 subscribers who have hooked onto the wired toll tv system.

During the month of September the system has been operated on a break-in basis and connected subscribers received without charge 13 first-run and 13 re-run feature films at home. The $9.50 fee is for one month's service.

The number of subscribers was announced last week by Henry Griffing, president of Video Independent Theatres Inc., a southwest motion picture theatre chain, which is operating the wired tv system. Mr. Griffing was in New York meeting with officials of major motion picture studios. He said a total of 743 applications have been received.

Mr. Griffing also stated that Video Independent is scheduling plans to bring wired toll tv to about 35 other cities, where franchises have been secured from municipal officials. The final determination, he said, must await reports of his engineers and discussions with other local theatre exhibitors. Mr. Griffing said success of the Bartlesville operation will be determined when 1,500-2,000 homes are connected. This will take about a year, he said.

The cost of wiring 38 miles of Bartlesville for the closed circuit tv system was $106,000, Mr. Griffing stated. The tapoff and connection to each home figures at $35 each, he added.

Asked if Telemovies has had any effect on theatre attendance in Bartlesville, Mr. Griffing said he has noted no change. Video Independent owns the two conventional and two drive-in theatres in Bartlesville.

In other pay tv areas: The FCC may grapple with the formal pay tv order this week. It is expected that a draft of the proposed order in all its particulars will be in the hands of commissioners before the regular Wednesday meeting day—but whether the subject will be scheduled for action is unknown at this time.

The FCC announced two weeks ago that it has instructed its staff to prepare an order inviting applications from station licensees for a restricted and controlled three-year test of toll tv [B•T, Sept. 23].

The Committee for Competitive Tv, the uhf group, announced last week that uhf operators are opposed to pay tv "ten to one." In an announcement by Wallace M. Bradley, executive director, CCT said it asked for uhf broadcasters' comments by Sept. 20 and that it received an "excellent cross-section of comments." CCT said a variety of comments were expressed, among them "that it would be the biggest 'steal' from the American public" and "there is no guarantee that commercials would not be on the pay tv circuit."

PROGRAM SERVICE SHORTS

RCA Thesaurus reports sale of its radio transcription library service to WTTS Bloomington, Ind.; WFDR Manchester, Ga., and WITT Lewisburg, Pa.

American Research Bureau plans to move its New York offices to 400 Park Ave., effective tomorrow (Tuesday).

Daughdrill Adv. Service, Fort Wayne, Ind., is offering for distribution *Father Justin's Rosary Hour*, social-religious radio program in Polish. Series starts Nov. 3, with 69 stations over Rosary Hour Network (special hook-up by AT&T for Father Justin series) and is scheduled to run 26 weeks.

Standard Radio Transcription Service Inc., Chicago, announces sale of commercial aids and jingles to following 30 stations: KYOR Blythe Calif.; KENL Arcata, Calif.; KEVL White Castle, La.; KGU Honolulu, Hawaii; KIDO Boise, Idaho; KLOS Albuquerque, N. M.; KOBY San Francisco; KOSI Denver; KTIB Thibodaux, La.; KTML Marked Tree, Ark.; KWBY Colorado Springs, Colo.; WBML Macon, Ga.; WCAO Baltimore; WCOP Boston; WENE Endicott, N. Y.; WGVM Greenville, Miss.; WHBL Sheboygan, Wis.; WIFM Elkin, N. C.; WJJD Chicago; WMCL McKeesport, Pa.; WTON Staunton, Va.; WVPO Stroudsburg, Pa.; WGSM Huntington, N. Y.; WEAM Arlington, Va.; WKIM Wilmington, N. C.; WCOG Greensboro, N. C.; WMPA Aberdeen, Miss.; WFVA Fredericksburg, Va.; WFPA Fort Payne, Ala.; WGOL Goldsboro, N. C.

FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market

WSTV-TV
CBS-ABC • 234,500 WATTS
OHIO / W. VA.
COVERS THE STEEL CENTER OF THE WORLD

HERE ARE THE FACTS:

STATION — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than $2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

WSTV-TV
STEUBENVILLE, OHIO
CHANNEL 9 234,000 WATTS

Represented by **Avery-Knodel**, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977
Pittsburgh Office, 211 Smithfield St., Grant 1-3288

A Member of the Friendly Group
WSTV, WSTV-TV, Steubenville;
KODE, KODE-TV, Joplin;
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh

WBC Ready to Premiere Series on Mathematics

To counteract what Westinghouse Broadcasting Co. President Donald H. McGannon calls "3-D educational television—dull, drab and dreary," the five WBC tv stations will present, later this fall, a series of programs designed to make mathematics not only "palatable . . . but exciting" to America's youngsters.

Titled *Adventures in Number + Space,* the nine programs will be unique in that they will use Bil and Cora Baird's marionettes. They are scheduled to premiere the week of Nov. 10 on WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco.

The series was conceived by WBC and produced with the cooperation of the department of mathematics, Teachers College of Columbia U. Department head Prof. Howard F. Fehr, who also is president of the American Council of Teachers of Mathematics, served as consultant and scriptwriter with Mr. Baird.

Production costs—aside from overhead—were estimated by WBC at $100,000. Not included in this figure was a grant made by WBC to Teachers College for the cost of making the series available to educational tv stations. Also planned, according to Mr. McGannon, is distribution to schools, colleges and other groups "which can aid in breaking the bottleneck—in the junior high grades—which has created such a paucity in engineers." He explained that the WBC series was prompted by newspaper reports and advertisements which underscored the critical shortage of engineers in the U. S. Dr. Fehr, who explained that he was "rather dubious" when the "broadcasters" first knocked on his door, later drastically changed his mind and said that today's booming technocracy makes it imperative that this country produce more engineers and mathematicians.

WBC Programming Vice President Richard Pack said the stations believe in "injecting the same quality of showmanship . . . into our educational programming as we do in commercial programming. This is not," he went on, "a series to teach mathematics so much as it is to stimulate a positive attitude . . . a climate of acceptance."

Puppets, Bil Baird explained, will be used "because puppets, unlike actors, have no egos that can be bruised by being delegated secondary roles." The Bairds will tell the story of mathematics by having their puppets play cavemen learning how to count, Egyptians using geometry to measure their Nile-flooded farms, Newton applying algebra to reduce gravitation to a formula after being bombarded by the apple, etc. Mr. Baird, it was announced, will even try to explain Einstein's relativity theory in its simplest terms.

Filmed in New York this summer, the nine programs were directed by Chet Collier, WBZ-TV public affairs director. Cal Jones, KDKA-TV program manager, was associate producer, and Don Volkman of WBZ-TV's film department was film editor.

FOR *the benefit of Chet Collier (l) and Richard Pack of WBC, two of the Baird marionettes demonstrate "How Man Learned to Count." The program, first in the WBC series directed by Mr. Collier and produced by Mr. Pack, will premiere the week of November 10.*

NBC O&O's Initiate Educational Project

A new public service project that will concentrate the efforts of 13 radio and tv stations in eight top U. S. cities over a six-week period was announced Wednesday by NBC Vice President Thomas B. McFadden, who is in charge of the network's owned stations.

The project, at a cost in excess of $1 million in time and programming costs, will be devoted to education. Title of the public service effort: "Know Your Schools." It will be launched on the Oct. 12-13 weekend. A total of 200 hours of program time and 3,000 public service announcements are slated for the project by NBC owned stations including WRCA-AM-TV New York; WRCV-AM-TV Philadelphia; WRC-AM-TV Washington; WNBC and WKNB (TV) Hartford-New Britain; WBUF (TV) Buffalo; WMAQ and WNBQ (TV) Chicago; KRCA (TV) Los Angeles and KNBC San Francisco.

Mr. McFadden announced the new project on the *Today* program Wednesday morning. Also appearing on the show were Marion B. Folsom, Secretary of the Dept. of Health, Education & Welfare, and U. S. Commissioner of Education Lawrence G. Derthick, who offered their cooperation in the effort.

Each station will document techniques used and results obtained in its community. At the end of six weeks, a report will be compiled and made available to the broadcasting industry. Subject matter will include the critical needs of education. A number of different types of broadcasts to be used include documentaries, dramatic programs, tv movie intermission features, remote pickups, film shows, panels, debates, interviews and demonstrations. In addition, stations will add various special events and promotions to regular schedules.

The school project is an outgrowth of the "Impact" public service policy now in progress at NBC owned outlets. This calls for each station to concentrate a community service on a single subject of civic importance.

SECRETARY *Marion B. Folsom (c) of the U. S. Dept. of Health, Education & Welfare and U. S. Commissioner of Education Lawrence G. Derthick (r) discuss NBC's "Know Your Schools" project with Carleton D. Smith, vice president-general manager of NBC-owned WRC-AM-FM-TV Washington. The officials appeared in a remote from WRC-TV studios on the* Today *show to offer full cooperation in the 13-station effort.*

Coordinating the school project is Don Bishop, director of community services for NBC owned stations. The area of schools was decided upon by Mr. McFadden after talks with government officials and favorable response of general managers of the NBC stations.

Early Advertiser Gets Bookworm, While WCBS-TV Skeptics Get Bird

Despite industry skepticism at its adventurous try to schedule an educational series at 6:30-7 a.m., WCBS-TV New York last week uncovered an advertiser who had good reason to want to "sponsor" *Sunrise Semester*—a Monday-Friday half-hour literature course (for college credit) conducted by New York U.'s Prof. Floyd Zulli Jr.

Barnes & Noble Inc., a New York bookshop specializing in school and college textbooks, finding itself deluged by requests for Stendhal's *The Red and the Black*—the topic for the first course—and Honore de Balzac's *Pere Goriot*—scheduled for this week's lectures—Wednesday signed for six 10-second spots a week beginning last Friday as a test. The contract, a WCBS-TV official declared Thursday, was not solicited, "came in over the transom and was based on Stendhal's Trendex." Since *Sunrise Semester* is an educational program and thus cannot be sold, Barnes & Noble (through its agency, William G. Seidenbaum Adv., New York) will take the 7 a.m. station break slot Monday-Thursday, and the 6:30 and 7 a.m. breaks Fridays.

The order is understood to be the earliest ever placed on WCBS-TV's daytime advertising schedule. The reason WCBS took pains to point out that the order was unsolicited is that "we never expected to be selling time *that* early in the morning, especially to a bookstore. . . ."

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

How to help your child have a better school year

"Good-bye, Mom . . ." Mothers will hear this familiar farewell daily during the school months ahead when 38 million children leave for their classrooms. Among these boys and girls there will be 4 million youngsters entering school for the first time.

Is there anything you can do to help your child get the best possible start in school? Yes, there is. You can take him to your family doctor now . . . *before school opens* . . . for a thorough medical check-up.

Although your child may seem to be in tiptop physical condition, he could have some totally unexpected impairment. For example, slight defects in seeing and hearing can handicap a child in his studies and other school activities or cause unnecessary absences. Therefore, eyes and ears should be examined so that corrective measures may be taken if they are necessary.

You may also find your doctor's advice helpful in improving your child's general health. Is there room for improvement in his diet? Are his habits of play, sleep and exercise all right? Parents should remember that poor health habits can lead to physical and emotional troubles and the sooner they are corrected, the better.

Protection against certain health hazards is necessary when a child starts or returns to school. So be sure to have your child's immunization record reviewed . . . and appropriate steps taken to bring it up to date if necessary.

If you are not certain about your child's protection against smallpox, diphtheria, whooping cough, tetanus and polio, now is the time to see your doctor. It is most important to obtain his professional assistance so you can comply with the school's requirements regarding vaccinations and inoculations.

Teen-age boys and girls, as well as younger children, benefit from regular pre-school check-ups. Physical adjustments, weight variations and emotional upsets—all these and similar problems are matters which parents may not understand too well.

So why not get your doctor's help *now*? Advice based on sound medical knowledge may prevent or clear up many difficulties of the school years. Your child's visit to him can help assure healthy, happy school days.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

EDUCATION SHORTS

WTTW (TV) Chicago, educational station, has boosted its power five-fold to 275 kw. It now claims signal comparable to those of city's four commercial tv stations.

KEYT (TV) Santa Barbara, in cooperation with Allan Hancock College, Santa Maria, both California, and Music Academy of West, Santa Barbara, announces 13-week college credit series, *Key to the Classics,* which will cover works, lives and times of classical composers. **Dr. William F. Houpt,** director, Allan Hancock College, will be host, assisted by **Dr. Donald Pond,** Music Academy of West faculty member.

New York U. announces two courses, "Producing the Tv Commercial" and "Writing Commercials for Radio and Tv," scheduled to begin Sept. 26.

City College of New York, school of general studies, is offering six 12-week evening courses in advertising art this fall.

New School for Social Research, N. Y., announces tv writing workshop to begin Oct. 4. Script writing clinic (tv, movies, stage) starts Sept. 30.

U. of New Mexico, Albuquerque, has ordered complete tv studio equipment to be used for closed circuit and on-the-air broadcasting from Sarkes Tarzian Inc., Bloomington, Ind.

125 ATTEND FIRST 'MX' GATHERING

- **They find multiplex commercial potential, but not soon**
- **Big attendance from all over U. S. makes meet a success**

Radio's newest medium—multiplexing—is emerging from the experimental stage but it faces no immediate danger of jammed cash registers.

This piggy-back fm service, making twins or even triplets out of an fm station, showed commercial potential last week as 125 broadcasters and delegates from related fields converged on Old Point Comfort, Va., to hold the first multiplex convention.

The meeting, sparked by Dan Hydrick Jr., general manager of WGH-FM Newport News, Va., was successful beyond the dreams of its planners. Broadcasters came from the four corners of the U. S. The FCC sent a delegation. RCA, GE, and other equipment manufacturers were there. So were the networks.

After the Thursday-Friday meetings were over, those who listened to technical and commercial discussions had mixed ideas about the technical aspects of multiplex—or "mx" as it is sometimes called. But they also had some convictions based on this first pooling of information on the subject. Some of their convictions:

- This is purely state-of-the-art trouble and can be worked out within a year.
- Fm stations are anxious to expand their revenues but some would rather stay with simplex.
- Fm stations had better look to their simplex public service programming or other communications services may start nibbling at their channels.
- FCC will have to postpone its Jan. 1 multiplexing deadline for background music services, or grant some sort of relief, because of the equipment situation.
- Receiver problems are as vexing as transmitter difficulties. Those who went to Tidewater Virginia to explore the commercial potential of multiplexing discovered it's too soon to enjoy the fruits of mx pioneers. But delegates who wanted to be briefed on the technical side were well rewarded for the trip.

Most of them agreed they need some sort of organized clearing house to keep abreast of this new art, both technically and commercially. NARTB urged delegates to keep the association posted.

A significant development was the announcement by RCA that it has started to design multiplexing equipment. David Bain, manager of broadcast transmitter sales, said the company is analyzing every phase of this new broadcast system and considers test results encouraging. It plans to market a complete line of equipment, including exciter, subcarrier generator and other gear. Deliveries are planned in the fourth quarter of 1958. A receiver will be marketed but not manufactured by RCA. Antenna equipment is included in the line. Prices are not expected to be higher than those of fm transmitters built a decade ago.

General Electronic Labs., Cambridge, Mass., announced it is entering the multiplex field with a transmitter permitting addition of two subchannels to the main fm signal. The announcement was made jointly by Victor W. Storey, GEL president, and W. S. Halstead, president of Multiplex Services Corp., New York. GEL manufactures communications equipment. The system is used by Rural Radio Network, New York State, WNAC-FM Boston and other eastern cities.

The Virginia meeting quickly developed into two groups—those who think mx is wonderful and simplex or telephone-line music suppliers who don't want to spend the money for conversion. Floor exchanges were uninhibited at times as equipment experiences were discussed.

Comments on multiplexing ranged from "an inferior medium" to "as good as the main fm channel." One of the chief critics of multiplexing was H. E. Hembroke, engineering vice president of Muzak. Answering him, Dwight Harkins, of Harkins Enterprises, Phoenix, Ariz., said the Harkins exciter and generator equipment at Muzak couldn't perform because the Muzak transmitter was inferior. He said much of the multiplexing trouble could be traced to "mice nests in transmitters."

Ross Beville, WWDC-FM Washington,

a great new Joplin
MARKET
created for you by
KODE-TV

136,547 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population

*NOW 28% HIGHER TOWER—HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER—71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET—AN ALL-TIME HIGH

* Television Magazine Set Count, July, 1957

MO
KAN
KODE-TV JOPLIN
OKLA
ARK
KANSAS
MISSOURI
ARKANSAS
OKLAHOMA
12
KODE
TV

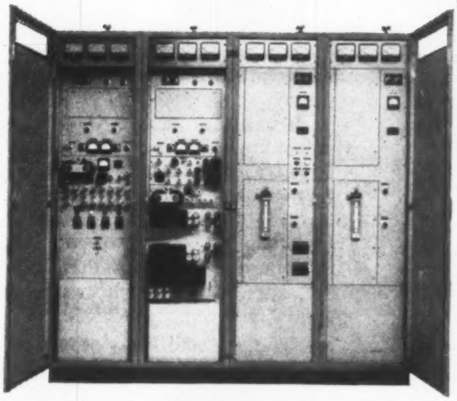
You'll have more luck with **KODE-TV-JOPLIN, MO.**

316,000 WATTS Designed Power
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis

Harry D. Burke, V. P. & Gen'l Mgr.
Represented by AVERY-KNODEL

A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville • WPAR, Parkersburg • WBOY, WBOY-TV Clarksburg • WPIT Pittsburgh

Studio Control



1 KW Transmitter

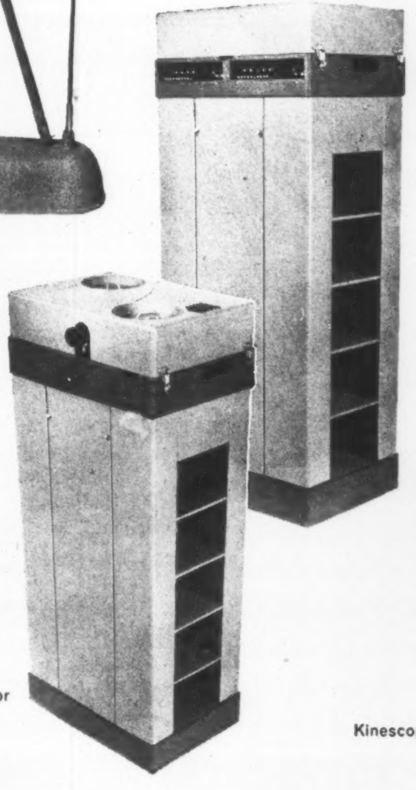
Compare the COST and QUALITY of Other Studio Equipment with the Complete TARZIAN Line

You'll understand why so many station operators are relying on equipment like this which is designed . . . developed . . . and produced by SARKES TARZIAN, Inc. Known for QUALITY, PERFORMANCE and LOW COST! Don't take our word for it. We invite you to check with some of our customers whose names we'll furnish upon request. All Tarzian-produced equipment—and that includes everything for the studio—meets or surpasses FCC and RETMA requirements.

May we make a proposal? We'll appreciate your inquiry. Write or call:

SARKES TARZIAN, Inc.
Broadcast Equipment Division
Bloomington, Indiana

Studio Camera



100-Slide
Automatic Projector

Kinescope Recorder

said more development work is needed. He said WWDC-FM is using Harkins equipment experimentally with good results but added that a lot of work must be done so equipment can be installed and maintained on an economical basis.

Gardner Greene of Browning Labs demonstrated several types of multiplex and multiplex-simplex receivers. He said a quick survey showed 41 stations are putting out a multiplexed signal, 24 of them in commercial music operation. Five have converted from telephone lines to multiplex, one from simplex to multiplex and 18 started multiplexing without previous background-music experience. Seventeen stations are testing.

Practically every technical delegate agreed the main mx problem was noise or cross-talk with some of the manufacturers insisting this had been licked. Mr. Harkins said he had 35 installations and that transmitter and antenna performance is critical. Mx receivers multiply deterioration of the signal, he explained. Mr. Beville said WWDC-FM will use wires where multiplex encounters trouble spots in Washington.

Erco Radio Labs., Garden City, Long Island, announced it is manufacturing exciters. Collins Radio Co., longtime transmitter manufacturer, is doing some tests and may enter the field. Plextron Co., of Albuquerque, N. M., has developed equipment.

Receiver manufacturers include Browning, Bogen and Erco.

John Haerle of Collins Radio Co. said the company anticipates rapid development of auto fm receivers with vertical and horizontal polarization.

Cost of adding an exciter and subcarrier modulator to an fm transmitter was roughly estimated by one firm at $6,000.

There was considerable agreement at the meeting that the background music business is growing fast but that it isn't an easy way to make money. In at least two cities the cost of wired music was said to be competitive with fm simplex or multiplex transmission.

E. J. Meehan, of WCAU-FM Philadelphia, said the station's 24-hour testing of multiplex shows it is not yet good enough to turn over to commercial service. Many delegates argued that multiplex signals can never attain the quality of the mother fm signal but they observed that background music can't use the high frequencies that high-fidelity lovers demand.

Mr. Harkins said he is ordering parts to start production of a new multiplex receiver said to eliminate much of the cross-talk [B•T, Sept. 23].

Pittsburgh's NEWEST Look!

WIIC
CHANNEL 11

Now On the Air

316,000 watts ERP
serving
1,237,000 TV Homes
in the nation's
EIGHTH MARKET
with effective buying income of
$8,731,815,000

REPRESENTED NATIONALLY BY
BLAIR TV

BASIC NBC AFFILIATE

AIEE Meet Oct. 7-11 May Get Preliminary Findings by TASO

Possible preliminary findings on uhf and vhf apparatus and propagation studies by the Television Allocations Study Organization may be indicated at the fall general meeting of the American Institute of Electrical Engineers, Oct. 7-11 at the Morrison Hotel, Chicago.

The work of TASO will be discussed the afternoon of Oct. 8 by George R. Town, TASO executive director. Rombert M. Bowie, Sylvania Electric Products Inc., will speak on "The Systems Approach to the Determination of Television Coverage"; William J. Morlock, GE, and William O. Swinyard, Hazeltine Research, "Summary of Performance of Uhf and Vhf Television Transmitting and Receiving Equipment"; Howard T. Head, A. D. Ring & Assoc., Washington, "The Measurement of Television Field Intensities and the Relationship Between Field Intensity and Picture Quality."

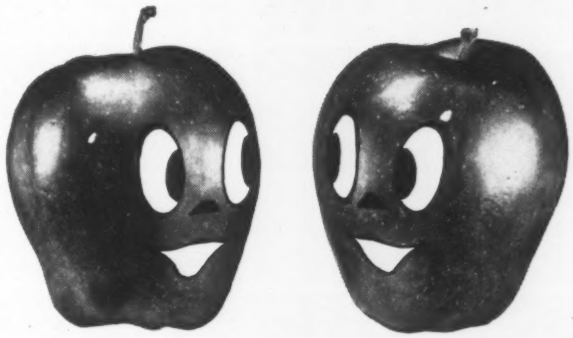
That same morning Howard A. Chinn, CBS-TV, will give a "Status Report on Video Tape Applications in Broadcasting"; Charles T. Otis, Philco, will discuss "Color and Monochrome Cathode Ray Tube Performance Tests"; D. W. Peterson, RCA Labs, "Prediction and Measurement of the Coverage of a Television Station"; Andrew Alford and Harold Leach, Alford Mfg. Co., on "A Radiating System for Television Broadcasting."

Carl E. Smith, Cleveland consulting engineer, will preside at the afternoon TASO session; J. P. Epperson, Scripps-Howard Radio, will preside at the morning session.

RCA Speaker Praises WLWT (TV), Others in Local Color Drives

Efforts of WLWT (TV) Cincinnati and of local commerce and industry in spurring interest in color television were praised last week by William E. Boss, color television coordinator of RCA, in a talk before the

TO DISTINGUISH BETWEEN



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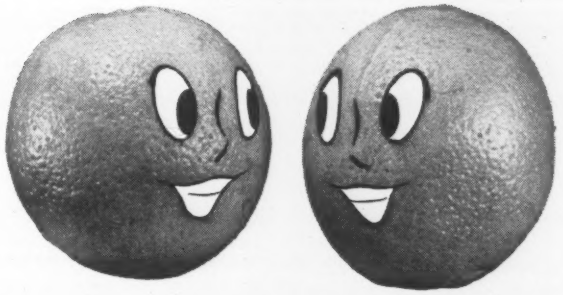


is to distinguish between pennies per pound of something and dollars per ton.

For instance, when aluminum, zinc or copper raise their prices a few cents a pound, it attracts little public notice.

When steel raises its price a few dollars a ton, it seems like a huge wallop.

But aluminum costs about 42 cents a pound. Copper about 60 cents. Steel, of the types used for the most common articles, averages about 7 cents a pound.

Steel is the most versatile as well as lowest priced metal.

When you design, think first of steel.

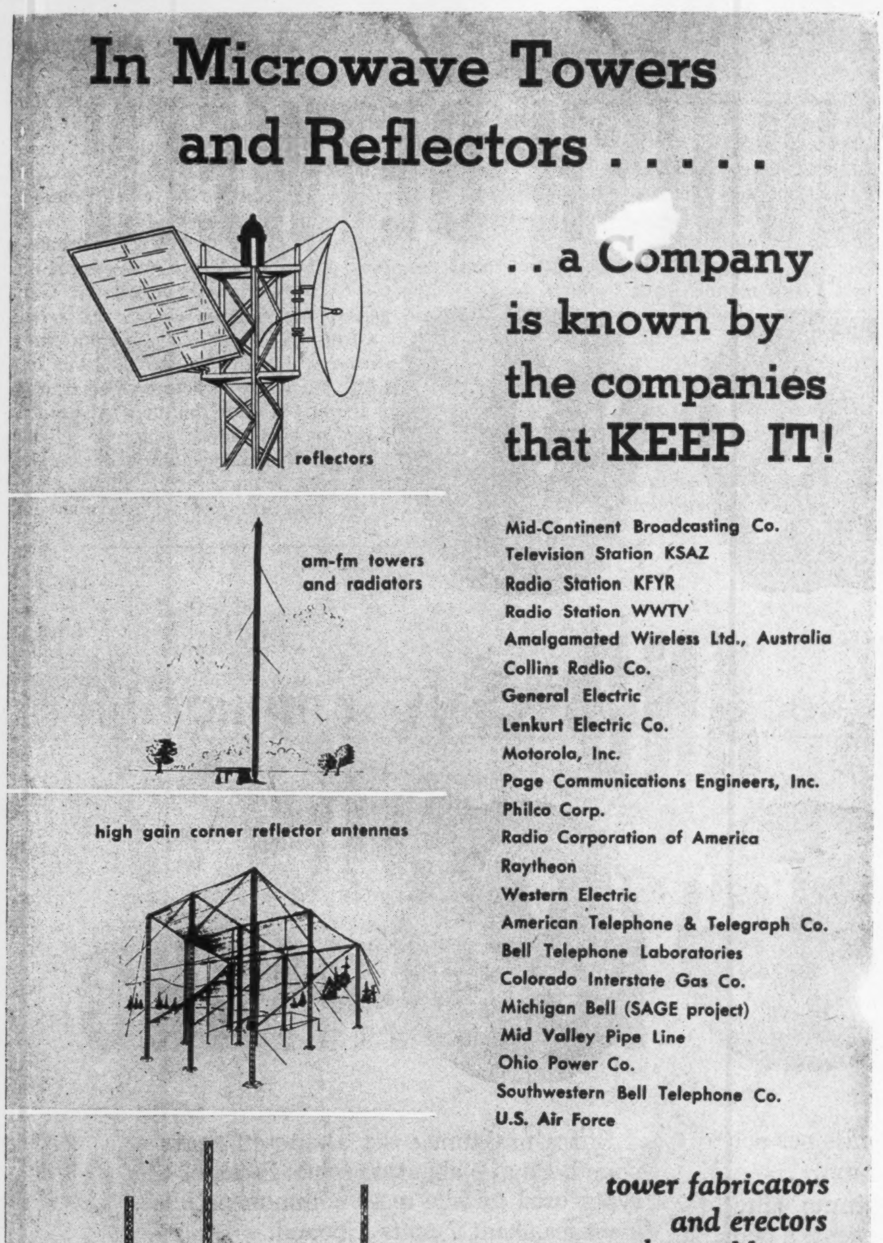
Prices are for sheet product as compiled by U. S. Bureau of Labor Statistics, June 1, 1957.

REPUBLIC STEEL

General Offices • Cleveland 1, Ohio

WORLD'S WIDEST RANGE OF STANDARD STEELS AND STEEL PRODUCTS

TO DISTINGUISH BETWEEN VARIOUS TYPES OF STEEL and their uses, Republic provides manufacturers of a wide variety of products with competent metallurgical and engineering service. For example, there are over 30 standard types of ENDURO® Stainless Steel. The Republic metallurgist helps the manufacturer select the proper type to meet his requirements for resistance to heat, corrosion, wear, or for cleanability, sanitation, good looks. This service is without obligation.


In Microwave Towers and Reflectors . . . . .

. . a Company is known by the companies that KEEP IT!

reflectors
am-fm towers and radiators
high gain corner reflector antennas
antenna farms

Mid-Continent Broadcasting Co.
Television Station KSAZ
Radio Station KFYR
Radio Station WWTV
Amalgamated Wireless Ltd., Australia
Collins Radio Co.
General Electric
Lenkurt Electric Co.
Motorola, Inc.
Page Communications Engineers, Inc.
Philco Corp.
Radio Corporation of America
Raytheon
Western Electric
American Telephone & Telegraph Co.
Bell Telephone Laboratories
Colorado Interstate Gas Co.
Michigan Bell (SAGE project)
Mid Valley Pipe Line
Ohio Power Co.
Southwestern Bell Telephone Co.
U.S. Air Force

tower fabricators and erectors the world over

TOWER
CONSTRUCTION CO.
SIOUX CITY, IOWA

WRITE TODAY for Free BOOKLET

TOWER CONSTRUCTION CO.
2700 Hawkeye Dr., Sioux City, Iowa

Please send me FREE copy of "Aluminum Reflectors"

Name ....

Firm ....

Address ....

City .... State ....

Advertisers Club of Cincinnati. Mr. Boss reported that in one four-week period this summer, sale of color sets in the Ohio Valley shot up nearly 800%.

Mr. Boss paid tribute to WLWT's local color programming, started last August, and cited the promotional tie-ins the station arranged. These included projects in association with the Cincinnati Gas & Electric Co., supermarkets and shopping centers, department stores and dealer showrooms. The station carries about 100 hours of color programming monthly from NBC-TV and CBS-TV, Mr. Boss said.

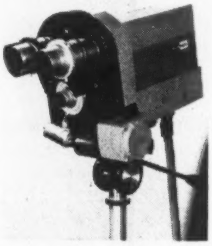
MANUFACTURING SHORTS

RCA announces new high-fidelity tape recorder (Model AVT-1) and two all-speed record players (Models AVR-1 and AVR-2) especially designed for use in classrooms, auditoriums and lecture halls.

MR. TITCOMB

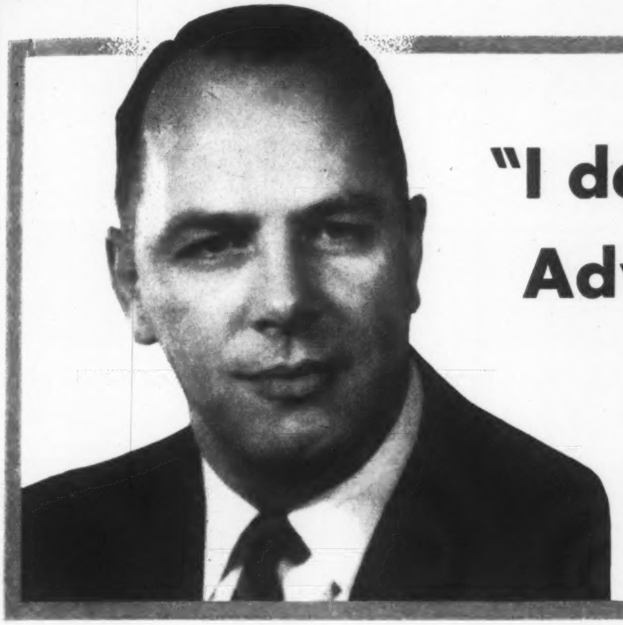
Kin Tel, division of Cohu Electronics Inc., San Diego, will open field engineering office in N. Y., to provide additional technical and engineering service for its eastern states sales representatives. **E. C. (Chek) Titcomb,** formerly with Allen B. DuMont Labs, will head new office.

RCA, Camden, N. J., reports following shipments: pylon antenna to WINR-TV Binghamton, N. Y.; six-section superturnstile antenna to KUED (TV) Salt Lake City; 12-section superturnstile antenna to WSB-TV Atlanta; 12-section superturnstile antenna to WHDH-TV Boston; 25-kw transmitters to WESH-TV Daytona Beach, Fla., and KGHL-TV Billings, Mont., and color film camera to WLWI (TV) Indianapolis, Ind.



Kin Tel, San Diego, Calif., announces remotely controlled three-lens turret with control panel Model ARC-4, designed as accessory in company's tv systems. Three remotely controlled motors select lens, adjust iris and focus by movement of camera relative to lens turret. System reportedly allows wide variation in viewing angle and view depth. Use of lenses provides greater sensitivity at low light levels while eliminating camera operator as complete control is at main console. Turret may be operated with Kin Tel Model ARC-5 or 5A pan and tilt units; Model AT-1, and AT-2 tripods. Units may be used in Model ACH-6 accoustical housing designed to permit remote tv observation in high noise areas.

Allied Records Sales Co. (manufacturers of 7" and 10" custom records), L. A., reports acquisition of **Clayson Plastics Products** record plant and will be under direction of **Daken K. Broadhead,** with **Samuel Salzman,**



"I depend on Advertising Age..."

says **KENNETH L. SKILLIN**
General Manager, Advertising-Sales Promotion Division
Armour and Company

"Advertising Age is the primary communication medium in my field. I depend on it to keep me informed of all the noteworthy changes taking place in marketing. It tells me quickly and completely the news and developments involving personnel, advertisers, agencies, media and methods."

KENNETH L. SKILLIN

Mr. Skillin joined the advertising department of the Armour Auxiliaries Group in 1939, after graduating from the University of Chicago School of Business. With the exception of four years in military service, his entire business career has been with Armour and Company. He advanced in the Armour Auxiliaries organization and had a part in the successful promotion of Dial soap. From 1952 to 1954, Mr. Skillin was advertising manager of the Auxiliaries. He was then promoted to general advertising manager of the company and general manager of the advertising and sales promotion division, with executive responsibility for advertising, merchandising, label design and consumer service.

Painting, music and skin diving are among Mr. Skillin's favored leisure-time activities. He also is active in the Association of National Advertisers.

Fifty-two Mondays a year, the executives who *influence,* as well as those who *activate* major market and media decisions which affect you, depend on Ad Age to bring them thorough, up-to-the-minute coverage of the marketing world. What's more, they look to Ad Age for the sales messages which can help them get more value for each broadcast-advertising dollar.

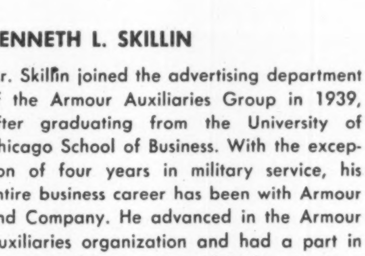
Armour and Company (maker of hundreds of products for the home, farm and industry), for example, is a leading broadcast advertiser. The company's expenditures just for television in 1956 ran more than $3,000,000 for network programs and almost $1,000,000 for spot tv.*

Every week, 27 paid-subscription copies of Ad Age are read and studied by Armour marketing executives. *Further, 301 paid-subscription copies reach decision-makers at N. W. Ayer & Son, Inc. and Foote, Cone & Belding, the agencies handling the lion's share of Armour advertising.*

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Advertising Age's Profiles of 100 Leading National Advertisers, August 19, 1957.*

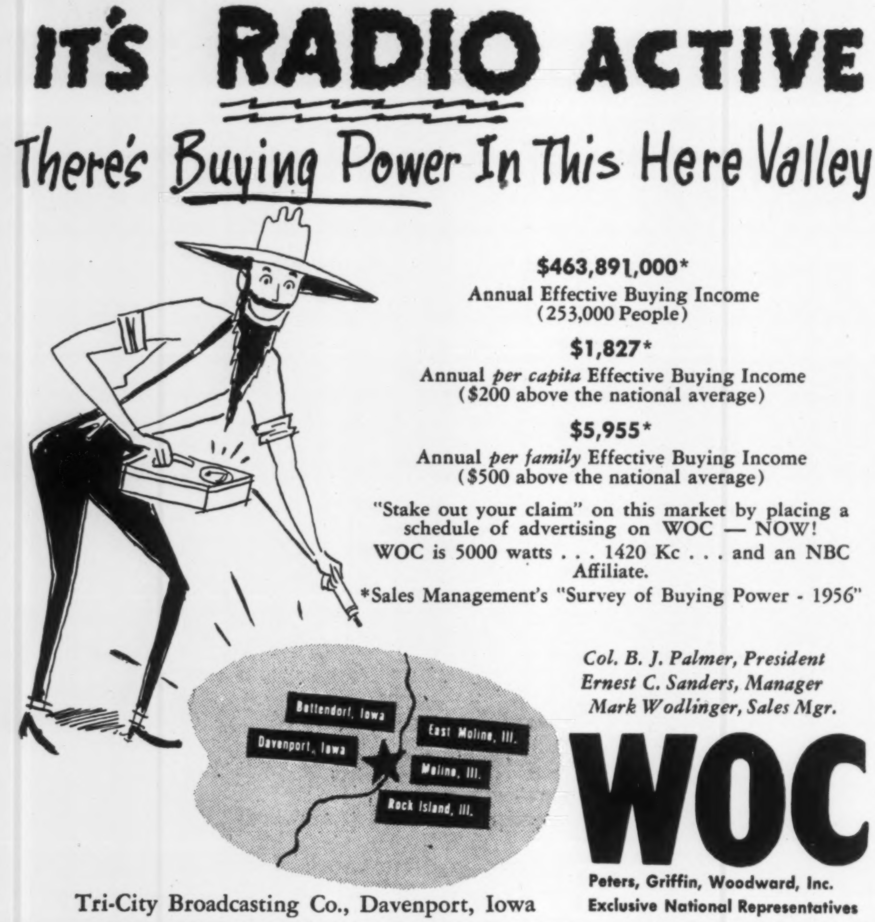
ABC ABP NBP



1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK


Bettendorf, Iowa
Davenport, Iowa
East Moline, Ill.
Moline, Ill.
Rock Island, Ill.

IT'S RADIO ACTIVE

There's Buying Power In This Here Valley

$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

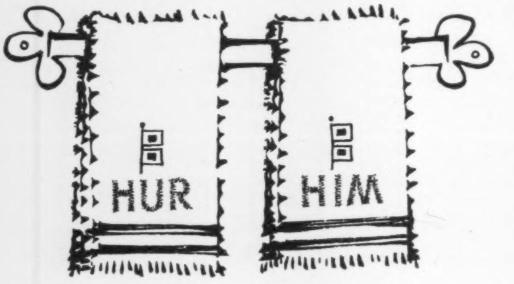
"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

Tri-City Broadcasting Co., Davenport, Iowa



Want your product to move like a hurricane — or a himacane? (We cater to both sexes!) WBNS RADIO is the answer. You can put the storm warnings up with programs that produce top Pulse-rated shows, rated first 315 times out of 360 Monday through Friday quarter hours 6 a.m. to midnight. Select WBNS RADIO and blow the top off $3,034,624,000 of spendable income. Ask John Blair.

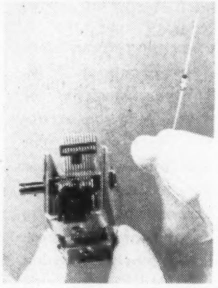
WBNS RADIO
COLUMBUS, OHIO

John F. Wegner and **Ned R. Herzstam,** vice presidents in charge of manufacturing, finance and sales, respectively.

Fairchild Controls Corp. (manufacturers potentiometers, pressure transducers, accelerometers), Hicksville, N. Y., subsidiary of Fairchild Camera Instrument Corp., announces addition of adjacent building making total floor space 50,000 sq. feet.

Camera Equipment Co., N. Y., announces new director's viewfinder, Tewe Model C, which is calibrated for academy aperture, wide screen, Cinemascope 255, 233:1 and Image Orthicon tv cameras. Included also is calibration for VistaVision ratio. Model is zoom type viewfinder and incorporates additional adjustable mask for various screen proportions. Unit comes with leather carrying case and chain. Price: $100.

Animation Equipment Corp., New Rochelle, N. Y., announces new animation stand that accommodates any 35 or 16 mm camera. Featuring rotating compound, underlighting and electric zoom, stand is priced under $4,000; alternate assembly of stand, table top and electric zoom is under $2,500.



Pacific Semiconductors Inc., L. A. (subsidiary of Ramo-Wooldridge Corp.), announces tiny electronic component, "no bigger than a teardrop" that will reportedly eliminate tuning condenser in radio and tv. Called Varicap, it automatically observes and maintains fidelity in color tv.

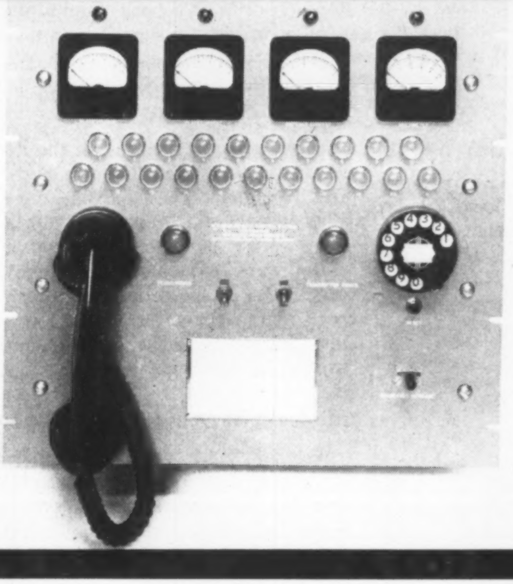
RCA reports shipment of live color studio camera to WLWT (TV) Cincinnati, Ohio; six-section superturnstile antenna to WESH-TV Daytona Beach, Fla.; 12-section superturnstile antenna to KPAC-TV Port Arthur, Tex., and 25-kw amplifier to KROC-TV Rochester, Minn.

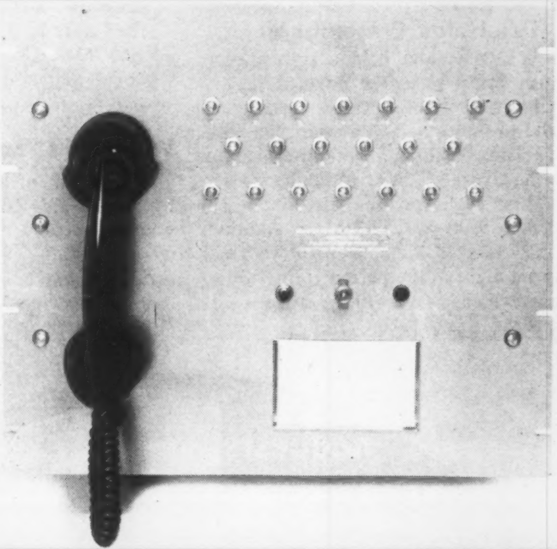
DOUBLE DUTY

An all-transistor radio which doubles as an auto radio and a portable has been announced by General Motors Corp. as optional equipment on its 1958 line of Oldsmobile cars. The set was developed by the Delco Radio division of GM and comes equipped with batteries which give 160 hours of playing time when used as a portable. The set has its own speaker and antenna when detached from the auto dashboard. It can be carried in a man's overcoat pocket or a lady's handbag, GM said.

O.K.

Federal Communications Commission
Authorizes Remote Control
For Directional and 50 Kw. Stations





Schafer Remote Control System Model 400-R used in three out of four of the 50 Kw. stations and five out of seven of the directional stations. Reference NARTB petition February 15, 1956.

For accurate quotation...
For immediate delivery...
Contact...

SCHAFER CUSTOM ENGINEERING

235 SOUTH THIRD STREET • BURBANK, CALIFORNIA • THORNWALL 5-3561

WEAU-TV Dedicates New Tower

To celebrate the dedication of its new 1,000-foot tower and its increase in power to 310 kw, WEAU-TV Eau Claire, Wis., declared Aug. 25 "D Day." Viewers were informed of the special day through a saturation tv teaser campaign which lasted eight days. The people in the area were invited to the station to visit with local personalities and to get a chance to see themselves on television. An old-fashioned country fair midway was constructed and booths were set up for local and regional advertisers to display their products to the visitors and to viewers at home. The booths sold for $400 and netted the station $7,000. A five-hour telecast of the event was carried on WEAU-TV. The station also set up free rides for children and held a contest to guess the weight of steel in the tower. More than 15,000 people reportedly took part in the contest for $1,500 in merchandise prizes.

KETV (TV) Holds Presentation

KETV (TV) Omaha held a presentation this month for prospective advertisers and reports that 325 local business leaders attended the promotion. The station, an ABC affiliate, claimed that a Trendex survey showed the average share of audience for KETV's first night on the air (Sept. 17) from 6:30 to 9:00 was 52.3%. In addition, the station reported the survey showed that on the same night in the period from 7:30 to 8, during which *Wyatt Earp* is seen, its viewing share was 64.7%.

THE FORERUNNER of pioneer station KDKA Pittsburgh was the 8XK installation of Westinghouse engineer Frank Conrad in the garage of his Pittsburgh home. Mrs. Frank Conrad (center), widow of the radio pioneer, made an appearance last week during a KDKA radio broadcast from that garage. She spoke with L. R. Rawlins (r), KDKA general manager, before being interviewed by KDKA's Bob Tracy (l). The occasion: a salute to Westinghouse by the Borough of Wilkinsburg, family home of the Conrads. The borough will mark the garage as an historic site. During the interview Mrs. Conrad inspected a model of a commemorative plaque which Westinghouse plans to erect at the garage.

WDBJ-TV's 'Sunday School by Tv'

As a result of a summer-long experiment by **WDBJ-TV Roanoke, Va.**, local Sunday school teachers in 15 different churches were able to use tv in their classrooms. The series, *Sunday School by Television,* was integrated into regular Sunday morning classes and consisted of 40 programs. The subject matter, aimed at children in the fifth grade was taken from the first five books of the Old Testament. The telecasts were arranged so that teachers could work with their students before and after each show. Questionnaires were sent out to determine the successfulness of the series and the station reports that teachers were unanimous in saying that they thought the show definitely contributed to Christian teaching.

Musical Weather Jingles Used

WNEW New York has introduced the first of a series of 12 new weather jingles featuring a popular band. The jingles, heard every hour on the hour, 24 hours a day, feature the bands of Sammy Kaye, Les Brown, Ralph Marterie and Tito Puente and the musical styles of David Rose, Jackie Gleason, Benny Goodman, Glenn Miller, Tommy and Jimmy Dorsey and the Three Suns. Approximate costs of the weather jingles to date is $10,000.

KITE Mails Calendars

KITE San Antonio has distributed a red, white and black October-December 1957 and January-December 1958 calendar to be used on the front of that area's new phone books which come out this month. They are adhesive backed and also have a place for important phone numbers which can be torn off and stuck on a telephone. The calendar is imprinted with: "Good numbers to dial! On your telephone (office) CA 6-0335 . . . (news) CA 7-7167. On your radio 930."

Animation Mails Promotion

Animation Inc., Hollywood producer of tv film commercials and industrial films, has sent agencies and advertisers a promotion piece titled "Animation Sells Your Product . . ." The folder itself contains an element of animation, as the recipient can manipulate characters in the folder by pulling a tag.

Requests
keep
m-o-u-n-t-i-n-g
with the Big
"G" SECTION
of the
SESAC
Transcribed Library

- Special selection of gospel music and spirituals, all performed by leading soloists and quartets.
- Informative program notes.
- Salable script service
- All at its best at low monthly fees.

Write, right now . . .

SESAC INC.
The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

WEEI Seeks Talent in Ireland

WEEI Boston's *Beantown Matinee* star Carl Moore left for Ireland last Tuesday to search for new talent to be used on his show. He plans to visit Dublin, Cork, Limerick, Galway and Belfast where he will conduct auditions. The winning act will receive first-class flight accommodations via KLM-Royal Dutch Airlines to Boston for a two-week engagement on *Beantown Matinee.* E. J. McGuirk, general manager of Broadcasting and Theatrical Productions, Dublin, is in charge of the arrangements for the auditions.

WJHB Declares All-News Day

When WJHB Talledega, Ala., canceled all regularly-scheduled programs and declared Sept. 11 all-news day, it reportedly got complete endorsement from its sponsors for pointing up the superiority of radio news coverage. From sign-on to sign-off, WJHB announcers read everything that came over the UP newswire and listeners who called in to ask questions about the programming or to get a follow-up on news they had heard earlier were put on the air. The station also reports that it received many calls from listeners who asked for repeats of news items which interested them.

WGR-AM-TV Holds Contest

Over 350,000 people in eight days reportedly heard WGR-AM-TV Buffalo, N. Y., announcing its $8,500 "Lucky Stars" contest at Erie County Fair, Hamburg, N. Y. Each hour a contestant was invited to select his lucky star from the talent on ABC network or the station. Grand prize was a Highland stone front for a home. Other prizes included an electric dryer, gas ranges, 14-foot aluminum boat, Wurlitzer electronic piano, outboard motor and portable tv and radio sets.

WARL Sponsors Turtle Hunt

WARL Arlington, Va., is sponsoring a contest for local youngsters with a prize of $10 going to the first one that finds that station's turtle. The reptile was turned loose in the station's listening area and can be easily identified by the WARL call letters painted on its back. In addition to winning the prize money, the boy or girl bringing the turtle to the station will be interviewed on the air.

WIBC Goes to State Fair

WIBC Indianapolis went to the Indiana State Fair with hats in hand and singer Pat Boone to boot. The station set up a studio on the fairgrounds where fans visited the popular singer before an interview at WIBC's main studios. WIBC also used the fair studio to pass out some 10,000 hats—brightly colored toppers with WIBC emblazoned on the brims.

Grey Sends Out Birthday Cake

A small birthday cake was sent to the trade last week by Larry Valenstein and Arthur Fatt, chairman of the board and president, respectively, of Grey Adv., New York, to help "cut a cake" in honor of the agency's 40th birthday Sept. 23.

LAKE ONTARIO

Place your message where it gets results!

RIGHT IN THE HEART OF THE RICH ROCHESTER AREA!

Your sales message *scores* when you send it soaring through the air-waves via WHEC, the station that's *way* out in front in Rochester! Competing with five other local stations, WHEC rates FIRST in *51 out of 72 daily quarter-hours*—has an *average share-of-audience of 26.7%!* (Latest Rochester Metropolitan Area PULSE report, March, 1957).

BUY WHERE THEY'RE LISTENING

CBS **WHEC** of Rochester

NEW YORK
5000 WATTS

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago; LEE F. O'CONNEL CO., Los Angeles, San Francisco

1
United Press news produces!

having wonderful time—

engaged to 273,234

ever-loving sets and

delivering beautiful

sales results . . .

doing what comes naturally,

West Texas Television Network

BIG! even for TEXAS!
CBS
KDUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Philip C. Kenney, associate media director, and **Robert R. Burton,** manager of Chicago office, Kenyon & Eckhardt, elected vice presidents.

Frank L. Henderson, vice president and account supervisor, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, as vice president, account supervisor and member of plans group.

◄ **Paul J. Caravatt,** account executive, Ogilvy, Benson & Mather, N. Y., promoted to vice president.

◄ **James R. Heekin,** with OB&M as account executive, also becomes vice president of agency.

Irving Soan, account executive, Dancer-Fitzgerald-Sample, N. Y., elected vice president.

◄ **Verne Kirby,** account executive, Fitzgerald Adv., New Orleans, to Whitlock, Swigart & Evans Inc., same city, as vice president and chairman of plans board.

Sumner H. Wyman, merchandising director, Lawrence C. Gumbinner Adv., N. Y., appointed vice president of merchandising. He will supervise newly-acquired Manischewitz (Monarch Wine Co.) account.

◄ **William J. Whiting,** vice president, MacManus, John & Adams, Bloomfield Hills, Mich., and supervisor on Bendix Aviation account, appointed to MJ&A administration committee, agency's supervisory body.

Bill Murphy, assistant media director, Benton & Bowles, N. Y., to Whitehall Pharmacal Co., same city, as executive in advertising department.

Leo Wren, formerly with Dancer-Fitzgerald-Sample, N. Y., to Grey Adv., same city, as account executive. **William Mosely** and **Eleanor Rogers,** both with BBDO, join D-F-S as radio-tv producer and copywriter, respectively.

Robert L. Faust joins Ridgway Advertising Co., St. Louis, Mo., as timebuyer.

James O. Thompson, copy chief, Stromberger, LaVene, McKenzie, L. A., joins Brooke, Smith, French & Dorrance of Pacific Coast Inc., same city, in similar capacity.

Douglas Humphries, formerly with N. W. Ayer & Son, N. Y., and **Leslie Munro,** previously with Ruthrauff & Ryan, join Dancer-Fitzgerald-Sample, same city, as copy supervisors.

Cle Kinney, art director, D'Arcy Adv., N. Y., to Warwick & Legler, same city, as art director and general manager of art department.

Vincent Zenone, formerly with Kling Studios, Chicago, to Compton Adv., same city, as art director.

Saul Grubstein, art director, Roy S. Durstine Adv., N. Y., to Gore, Smith & Greenland Inc., same city, as art director.

Bernard Heller, formerly director of research, Cohen & Aleshire Inc., N. Y., to Warwick & Legler, same city, as associate director of research.

Edward R. Scannell, formerly tv sales representative at Frank King & Co., L. A., to North Adv. Inc., Chicago, as media supervisor.

Dayton Ball, senior writer, McCann-Erickson, N. Y., to Warwick & Legler, same city, in similar capacity.

Art Gilmore signed to 52-week contract by Chrysler Corp., through McCann-Erickson, N. Y., to announce CBS-TV *Climax* series.

Kenneth B. Dalby, former copy writer on Bell Telephone Co. of Pennsylvania account, Gray & Rogers, Philadelphia, to N. W. Ayer & Son, same city, copy department.

Joseph D. Dudley, copy chief, Howard Swink Adv., Marion, Ohio, to Ross Roy Inc., Detroit, creative department.

Larry Benedict, formerly vice president and account supervisor, Dancer-Fitzgerald-Sample, N. Y., to Donahue & Coe, same city, grocery products division.

Don P. Nathanson, president, North Adv. Inc., Chicago, appointed co-chairman of public relations for 1958 Chicago Heart Assn. fund drive, marking his eighth year as volunteer. He also heads Chicago Heart Assn.'s memorials committee.

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

NETWORKS

Richard P. Condie, assistant director, Salt Lake Mormon Tabernacle Choir since 1937, named director. Choir is celebrating its 25th year on CBS Radio.

Helen Deutsch, motion picture writer, has signed contract with NBC-TV to write three annual NBC-TV special projects as well as to create weekly television series.

William S. Hedges, NBC vice president, general services, appointed chairman of radio and television division, 52nd annual fund drive of New York Travelers Aid Society.

FILM

Don McCormick, vice president, UPA Pictures, N. Y., resigns.

Glen Joseph Porter, sales manager in Atlanta area for ABC Film Syndication, and **John Ettleson,** formerly account executive for KGW-TV and KPTV (TV), both Portland, Ore., to NBC Television Films, division of California National Productions Inc., as sales representatives. Mr. Porter has been assigned Florida, Georgia and Alabama territory and Mr. Ettleson Pittsburgh and western Pennsylvania.

MR. CANTOR MR. WESTHEIMER MR. OSTROW

B. Gerald Cantor, Beverly Hills, Calif., investment broker; **Robert I. Westheimer,** Cincinnati, Ohio, stockbroker, and **Jack M. Ostrow,** California attorney and entertainment industry business manager, join National Telefilm Assoc., N.Y., as members of board of directors.

Bryan Foy, in partnership with Joseph Schenk Enterprises, will produce *Tales of Frankenstein* for Screen Gems. **Boris Karloff,** who gained stardom through his enactment of original Frankenstein role in motion pictures 25 years ago, will appear as host of tv half-hour programs and occasionally as star.

Louis King signed to direct first four *Wild Bill Hickok* telefilms for Screen Gems, Hollywood.

Paul R. Kidd, director of religious filmstrip production, Society for Visual Education Inc., Chicago, to Family Films Inc., Hollywood, in similar capacity.

STATIONS

◄ **John B. Soell,** manager, WISN - AM - TV Milwaukee, named vice president and manager.

◄ **Joe H. Baker,** promotion manager and sales representative, KMTV (TV) Omaha, to KBON, same city, as vice president and assistant general manager. His duties will include promotion, programming and sales.

◄ **Robert N. Kindred,** sales representative, KOIL and KOWH, both Omaha, joins KBON as sales manager, succeeding **Ernest Priesman,** resigned.

◄ **Gene P. Loffler,** general manager, KAUS and KMMT (TV) Austin, Minn., to KICA-AM-TV Clovis, N.M., as vice president and general manager. Mr. Loffler has been in industry for 30 years and has been associated with WHO and KNRT, both Des Moines, Iowa, and WNAX Yankton, S. D.

Arthur M. Mortensen named manager of KERO-TV Bakersfield, Calif.

Vincent T. Hallett, salesman, KTRI Sioux City, Iowa, promoted to sales manager.

Brian Loughran, account executive, KHSL Chico, Calif., and **J. A. Pero,** sales manager, Golden Empire Broadcasting Co., (KHSL-AM-TV and KVCV (TV) Redding, Calif.) promoted to sales managers of KHSL and KHSL-TV, respectively.

Alan S. Kalish, sales staff, WCAU Philadelphia, promoted to national advertising manager.

Jack Kelly, formerly with WRFW Eau Claire and WKBH La Crosse, both Wisconsin, to WBIZ Eau Claire as commercial manager.

◄ **Bob Stevens** named program director of KILT Houston, succeeding **Don Keyes,** who transfers to Dallas as over-all program director for McLendon Corp. (KLIF Dallas, KILT, KTSA San Antonio, all Texas).

Victor J. Brewer, assistant radio sales manager, WKNB New Britain, Conn., appointed commercial sales manager.

Bob Fox, formerly with KDAY Santa Monica, Calif., and KFWB Los Angeles, to KFOX Long Beach, Calif., Los Angeles sales office as operations manager. **Don Palmer,** KFOX Hollywood sales staff, named head of station's new merchandising department.

Lester Meyers, Harris & Frank (Southern California retail clothing chain), to KRHM (FM) Los Angeles as merchandising manager and account executive.

O. E. Lundgren Jr., previously with KOL Seattle, appointed assistant manager with KPUG Bellingham, both Washington. **Elaine Horn,** *Elaine's Party Line,* KVOS Bellingham, and **Bob Dean** to KPUG as hostess of her own show and sportscaster, respectively.

Charles A. Clifton, host of *Sports Dial and Race Results,* KRKD Los Angeles, takes on additional duties as program director.

Ted Sack, former CBS-TV public affairs department producer and creator of network's *Let's Take a Trip* series, to WTVJ (TV) Miami as operations director. He will assist **Jack Shay,** vice president in charge of operations.

Harriett Kogod, assistant publicity director, WWDC Washington, and **Jo Wilson,** administrative assistant to president, named publicity and promotion directors, respectively.

Ray LaPrise, reporter, *Daytona Beach News-Journal,* to WNDB Daytona Beach, Fla., as news director. Paper owns WNDB.

Hank Basayne, executive producer, WCBS New York, to WCCO Minneapolis-St. Paul as assistant program director.

Charles Meyer, formerly in charge national consumer literature, sales promotion and advertising, Allstate tire and automotive divisions, Sears Roebuck & Co., L. A., to KFI, same city, as assistant director of sales promotion and publicity.

Ken Corbitt, program manager, WTIK Duram, N. C., to WTVD (TV), same city, as director of promotion and publicity. In addition he will supervise sales and audience promotion.

James Hoftyzer, former lecturer, public relations department, General Motors, Detroit, to KNBC San Francisco as account executive.

Arthur F. Wenige Jr., account executive, WTOP-TV Washington, to WTTG (TV), same city, in similar capacity.

James R. Cassaday, regional sales manager, Redtop Brewing Co., Cincinnati, Ohio, to WOWO Fort Wayne, Ind., as account executive.

Derrick Dyatt, WTAC Flint, Mich., to WGBI Scranton, Pa., as account executive.

Jim Neuhart, sales representative, WHKK Akron, to KYW Cleveland, both Ohio, sales staff.

Arnold Starr, salesman, WOR-TV New York, to WRCA-TV, same city, sales staff. He succeeds **Pat Harrington Jr.,** who moves to NBC-TV Network Sales.

Frank J. Catka, advertising manager, *Weatherford Democrat,* Weatherford, Tex., to WFAA Dallas sales staff.

Norman O. Dunshee, account executive with MacFarland Adv., S. F., to KFOX Long Beach, Calif., sales staff.

Frank Racel, film laboratory manager, KOB-TV Albuquerque, N. M., to WFBM-TV Indianapolis film-news staff.

In Baltimore
WFBR delivers

MORE ADULT LISTENERS

than any other radio station

A 1957 Pulse study proves it! WFBR delivers more adult listeners than any other radio station in the Baltimore area. It's really no accident, because here is adult programming that's pleasant, exciting and informative. Pleasant music, the fastest, most complete news coverage in Baltimore and habit-forming features that capture and hold an audience. So, if you want to tie up the adult market tight as a drum, buy WFBR.

WFBR

represented by
JOHN BLAIR AND COMPANY

PEOPLE CONTINUED

Larrye DeBear, newsman, WHAS-TV Louisville, Ky., to WTIC-TV Hartford, Conn., news staff.

Tom Mercein, host on WNBQ (TV) Chicago film series *Movie Five* and for Chicago music originations on NBC Radio's *Monitor,* signed by WMAQ, same city, for new daily early morning d.j. series of music and news.

Al Comery, announcer, WHVR Hanover, to WPAM Pottsville, both Pennsylvania, as sportscaster and announcer.

William Hennessey, announcer, WCCC Hartford, Conn., to WTIC, same city, in similar capacity.

Jack Carney, disc jockey, WAKE Atlanta, to WILD Boston in similar capacity. Both stations are in Bartell Group.

Gene Brent, announcer and newsman, WCET Cincinnati, Ohio, to WHTN Huntington, W. Va., announcing staff.

James Dale and **Jay Trompeter,** announcers, WIND Chicago, resign.

Harry Creighton, sportscaster-announcer at WGN-TV Chicago, resigns to join beer distributor's company.

Lou Adler, WICU (TV) Erie, Pa., to WBEN-AM-TV Buffalo, N. Y., announcing staff, succeeding **Bill Arnold,** who joins WCAX-AM-TV Burlington, Vt.

Bob Badger, WCAX-TV Burlington, Vt., to WDOT, same city, announcing staff.

Bob Miller, WSJV-TV Elkhart, Ind.; **Art Collier,** WIOU Kokomo, Ind.; **Forrest Boyd,** WLW Cincinnati, Ohio, and **George Willeford,** formerly program director of Indiana U.'s radio-tv service, join WLWI (TV) Indianapolis announcing staff.

Michael D'Angelo Jr., news staff, WCAU-AM-TV Philadelphia, to WFIL-AM-TV, same city, to broadcast on-the-spot news from station's new mobile unit.

Red McIlvaine, actor-announcer and recently with KLLL Lubbock, Tex., to KPHO Phoenix, for four-hour weekday series, *The Red McIlvaine Morning Show.*

Mack Sanders, western and country music star, to KFH Wichita, Kan., as host of *Chow Time.*

Ramona Roberts, graduate of U. of Minnesota, to KEYT (TV) Santa Barbara, Calif., as hostess of new children's program, *Magic Window.*

Doree Crews, formerly vocalist on WBBM-TV Chicago's *Don Cherry Show,* to WBKB (TV), same city, as featured singer on *Richard Lewellyn Show.*

Jack Wells, station manager, KGA Spokane, Wash., to KLZ Denver as vocalist-pianist.

Bill Lawrence, formerly associated with Arthur Godfrey's radio-tv series, signed as vocalist for WBBM-AM-TV Chicago.

Ardythe M. Wasmuth to WTVO (TV) Rockford, Ill.; **Wayne Clements,** WMEV Marion, Va.; **Sid Roach,** KGON Oregon City, Ore.; **Clarence Pinheiro,** KROG Sonora, Calif.; **Jack Tidd,** WJCM Sebring, Fla.; **Gordon Thompson,** KFJI Klamath Falls, Ore.; **Merle Lingle,** KAYE Puyallup, Wash.; **Gary Staggers,** KVAS Astoria, Ore.; **Phillip Prendle,** KYOR Blythe, Calif.; **Harvey Long,** KQIK Lakeview, Ore.; **John P. Sasscer,** KWTV (TV) Oklahoma City; **Terry Sinele,** KTLA (TV) Los Angeles; **James DeBold,** WHIZ-TV Zanesville, Ohio, and **Ruth M. Parker** to KUMV-TV Williston, N. D. All are recent graduates of Northwest Schools.

John S. Hayes, president, Washington Post Broadcast Div. (WTOP-AM-TV Washington and WMBR-AM-TV Jacksonville, Fla.), named honorary vice chairman of broadcasting industry for 17th annual National Bible Week Observance, Oct. 21-27.

Hawthorne D. Battle, president, WCHS-AM-TV Charleston, W. Va., elected president of W. Va. Bar Assn. He also is senior partner in law firm of Spilman, Thomas, Battle & Klostermeyer, same city.

Thomas C. McCray, vice president and general manager, KRCA (TV) Los Angeles, appointed president of local Art Assn.

Richman Lewin, vice president and general manager, KTRE-AM-TV Lufkin, Tex., father of girl, Karen Kay, Sept. 9.

Graham Moore, sales manager, KSBW-TV Salinas, Calif., father of girl, Aug. 30.

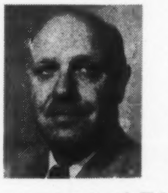
Robert Stuart-Vail, program director, WCRB Boston, father of girl, Mary Catherine.

REPRESENTATIVES

Lawrence Buck, NBC Spot Sales, Chicago, to Burke-Stuart Co., same city, as western manager.

George B. Hager, formerly with sales staff of American Can Co., to John Blair & Co., S. F., as account executive.

PROGRAM SERVICES



◄ **Harold Blumenthal,** picture editor, United Press, N. Y., promoted to executive picture editor. **Harry Varian,** formerly New York picture bureau manager, appointed assistant general newspictures manager and **Edward T. Majeski,** formerly day telephoto editor, succeeds him. **Larry**

KOSI
DENVER
SAN FRANCISCO
KOBY
Number One
RADIO BUY
HOOPER — PULSE
NIELSEN
KOSI — See Forjoe
KOBY — See Petry

DeSantis becomes UP day telephoto editor.

A. Hundley Griffith, director of radio and television, Doremus & Coe, N. Y., to join Modern Teleservice (tv commercials), same city, Nov. 1. He will handle procurement and distribution of prints to agencies.

PROFESSIONAL SERVICES

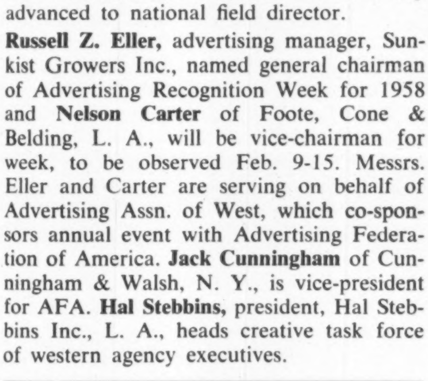
Henry G. Kirwan, secretary-treasurer of Gotham Broadcasting Co. (operation of WINS New York), has resigned to re-establish his certified public accounting firm at 249 W. 34th St., N. Y. Firm will engage in general accounting, specializing in radio, television and theatrical situations. Mr. Kirwan also will act as radio-tv financial consultant.

TRADE ASSNS.

Lloyd W. Dennis Jr., vice president, WTOP Washington, elected chairman of newly formed RAB Washington Committee. Other members include **Carl Lindberg,** president and general manager of WPIK Alexandria, Va.; **Ben Strause,** president, WWDC Washington; **Fred Houwink,** general manager, WMAL Washington; **Joe Brechner,** general manager, WGAY Silver Spring, Md., and **Joe Goodfellow,** sales director, WRC Washington.

Hugh Collett, formerly public relations director of Kentucky State Chamber of Commerce, named executive assistant to president of Advertising Federation of America. **Ruth T. Gardner** appointed executive director of club services for AFA, and **B. Fred Irby** advanced to national field director.

Russell Z. Eller, advertising manager, Sunkist Growers Inc., named general chairman of Advertising Recognition Week for 1958 and **Nelson Carter** of Foote, Cone & Belding, L. A., will be vice-chairman for week, to be observed Feb. 9-15. Messrs. Eller and Carter are serving on behalf of Advertising Assn. of West, which co-sponsors annual event with Advertising Federation of America. **Jack Cunningham** of Cunningham & Walsh, N. Y., is vice-president for AFA. **Hal Stebbins,** president, Hal Stebbins Inc., L. A., heads creative task force of western agency executives.



"Daddy, couldn't we buy one of those nice homes advertised on KRIZ Phoenix? John wants to marry me, but he doesn't like this location."

MANUFACTURING

◄ **Thomas M. Hamilton,** partner in law firm of McInnis, Hamilton and Fitzgerald, San Diego, to Cohu Electronics, same city, as vice president and secretary.

◄ **John A. Hewlett,** formerly vice president, comptroller and treasurer, Fairchild Camera & Instrument Corp., N. Y., joins Cohu as treasurer.

Robert O. Vaughan, manager, west coast marketing, programs, RCA, appointed manager of west coast marketing, defense electronic products.

◄ **Jules A. Renhard,** who has held sales engineering executive posts with RCA and has been associated with that company for more than 28 years, joins Page Communications Engineers Inc., Washington. He will be engaged in systems engineering and project planning.

Richard S. Mandelkorn (Rear Admiral, USN., retired) appointed manager of operations, Lansdale Tube Co., division of Philco Corp., Philadelphia.

Vincent J. Lombardo appointed industrial sales manager, Westbury Electronics Inc., Westbury, N. Y.

Robert Lee Stephens, 54, consultant with Stephens Tru-Sonic Co. and pioneer in electronics and hi fi, died in Iowa City, Iowa, Sept. 13.

EDUCATION

Alec Sutherland, program director, British Broadcasting Corp.'s North American bureau, to U. of Chicago as educational broadcasting director. Mr. Sutherland, who succeeds **Edward W. Rosenheim Jr.,** has been in charge of radio-tv program exchange between U. S. and Great Britain, producing American shows for English consumption.

Fred M. Whiting, associate professor, Medill School of Journalism, Northwestern U., Evanston, Ill., named assistant dean of school.

Ulysses A. Carlini, executive producer and director of operations, WEHT-TV Henderson, Ky., named assistant professor, radio-tv department, Indiana U., Bloomington.

INTERNATIONAL

John N. Hunt, president of station representative firm of same name, Vancouver, to CKLG North Vancouver, B. C., as vice president.

Russell Furse, formerly tv consultant in Los Angeles, to CHEK-TV Victoria, B. C., as executive assistant to president.

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"COVERAGE"

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but look at 'em in TULSA!

Take a billion one dollar bills and scatter them over northeastern Oklahoma . . . makes a pretty picture, doesn't it? And it's more than just a pretty mental picture — it's a hard, concrete fact. Yes, there's a billion dollar market out there for you to tap . . . through KVOO-TV, CHANNEL 2. Tulsa, Oklahoma's No. 1 market sits in the very heart of this fertile dollar area. Think of it . . . the "wampum" of northeastern Oklahoma plus the *productive coverage* of KVOO-TV. Man, there's a combination that's good *for* you!

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*1956 ARB Continuing Readership Study

Station Authorizations, Applications

(As Compiled by B • T)

September 19 through September 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through Sept. 25

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	293	441	144
Fm	539	519	62	76	0

FCC Commercial Station Authorizations

As of Aug. 31, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,068	520	365
Cps on air	3,113	532	528
Cps not on air	148	30	133
Total authorized	3,261	562	661
Applications in hearing	155	12	82
New stations requests	340	37	77
New station bids in hearing	109	5	46
Facilities change requests	195	15	47
Total applications pending	1,118	148	382
Licenses deleted in Aug.	0	2	0
Cps deleted in Aug.	2	0	1

---

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Sept. 25

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	398	88	486[1]
Noncomm. Education	19	6	25[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	363	328	680[1]
Noncomm. Educational	28	21	49[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,097	337	871	590	1,459[2]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTIONS BY FCC

Florida West Coast Educational Tele., Inc.,* Tampa, Fla.—Granted cp for new noncommercial educational tv station to operate on ch. *3; ERP 11.5 dbk (14.1 kw) vis., and 9.3 dbk (8.52 kw) aur.; ant. 500 ft.; condition.

Plains Television Corp., Champaign-Urbana, Ill.—Granted cp for new tv station to operate on ch. 33; ERP 22.5 dbk (178 kw) vis., and 19.8 dbk (95.5 kw) aur.; ant. 570 ft. Comr. Bartley voted for a 309 (b) letter.

APPLICATIONS

Erie, Pa.—WERC Bcstg. Corp., uhf ch. 66 (782-788 mc); ERP 13.2 kw vis., 7.55 kw aur.; ant. height above average terrain 358 ft., above ground 217 ft. Estimated construction cost $168,450, first year operating cost $210,000, revenue $250,000. P.O. address 121 West 10th St., Erie, Pa. Studio location Erie, Pa. Trans. location Summit Township, Pa. Geographic coordinates 42° 03′ 18″ N. Lat., 80° 02′ 31″ W. Long. Trans.-ant. GE. Legal counsel Cohn & Marks, Washington, D. C. Consulting Engineer Commercial Radio Equip., Co., Washington, D. C. Owners are **Joseph L. Brechner** (55%), **Vasil Polyzois** (40%) and **Marion B. Brechner** (5%). Mr. Brechner owns 29.7% of **WGAY Silver Spring, Md.**, and 26% of **WLOF Orlando, Fla.** Mr. Polyzois owns 20% of WLOF. Marion Brechner owns 3.2% of WGAY. Announced Sept. 20.

Translators

ACTIONS BY FCC

Durango Television Translator, Durango, Colo.—Granted application for new tv translator station on ch. 72 to translate programs of **KOB-TV** (ch. 4) **Albuquerque, N. M.**

Salida Tv Translator Assn., Salida, Colo.—Granted application for new tv translator station on ch. 71 to translate programs of **KCSJ-TV** (ch. 5) **Pueblo, Colo.**

South Lane Television Inc., Cottage Grove, Ore.—Granted cps for three new tv translator stations to serve Cottage Grove; ch. 71 to translate programs of **KVAL-TV** (ch. 13) **Eugene**; ch. 74 to translate programs of **KGW-TV** (ch. 8) **Portland**, and ch. 77 to translate programs of **KOIN-TV** (ch. 6) **Portland**.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND INDEPENDENT	PROFITABLE DAYTIMER	1000 WATT DAYTIMER	WEST TEXAS INDEPENDENT	CALIFORNIA INDEPENDENT
$70,000	$57,500	$100,000	$50,000	$200,000
Substantial single-station market. Diverse industry. Needs owner - operator. Terms.	In manufacturing and rich agricultural area. One-third down payment.	Well established, fast-growing station on exceptional frequency. Terms. Includes good real estate.	City of 16,000. Single-station in county. Grossing the asking price. Some terms.	Fulltime station in $3,000,000 retail sales market. Half cash.
WASHINGTON, D. C.	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	Jack L. Barton 1515 Healey Bldg. JA 3-3431	Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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Allocations

TV CHANNEL CHANGES

By report and order, Commission finalized rule making in Docket 12114 and amended its tv table of assignments by assigning ch. 13 to **Hibbing, Minn.,** and substituting ch. 9 for ch. 13 in **Bemidji, Minn.,** effective October 24.

By report and order, the Commission finalized rule making in Docket 12040 and amended its tv table of assignments by assigning ch. 9 to **Wausau, Wis.,** and substituting ch. 8 for ch. 9 in **Iron Mountain, Mich.,** effective October 24.

PETITION FOR TV CHANNEL CHANGE DENIED

By memorandum opinion and order, the Commission denied petition by **Clarence M. Mason** for rule making to assign ch. 9 to **Hancock, Mich.** This proposal is mutually exclusive with above action assigning ch. 9 to Wausau.

PROPOSED TV CHANNEL CHANGES

By notice of proposed rule making and orders to show cause, Commission invites comments by October 15 to petition by **WATR, Inc. (WATR-TV, ch. 53 Waterbury, Conn.)** to shift that channel from **Waterbury to Hartford, Conn.,** for noncommercial educational use there, and shift ch. *24, now reserved for educational use in **Hartford,** to **Waterbury** for commercial use; ordered **WATR Inc.** to show cause why its authorization for **WATR-TV** in **Waterbury** should not be modified to specify operation on ch. 24 instead of ch. 53, and the **Connecticut Board of Education** to show cause why its authorization for educational station **WCHF** in **Hartford** should not be modified to specify operation on ch. *53 instead of ch. *24.

By notice of proposed rule making, the Commission invites comments by October 15 to petitions by **Bi-States Co. (KHOL-TV ch. 13 Kearney,** and **KHPL-TV** ch. 6 **Hayes, both Neb.)** requesting (1) reconsideration of July 15 Memorandum opinion and order in Docket 11830 (which assigned ch. 8 minus to **Ainsworth** and ch. 3 plus to **McCook)** so as to delete those allocations and to reallocate ch. 8 minus to **McCook,** and (2) shift of ch. 3 from **Cheyenne, Wyo.,** to **Sterling, Colo.**

New Am Stations

ACTIONS BY FCC

Valparaiso-Niceville, Fla.—Bay Bcstg. Co.— Granted 1340 kc, 250 w unl. P. O. address General Delivery, Eglin AFB, Fla. Estimated construction cost $8,900, first year operating cost $16,000, first year revenue $24,000. **Mr. Edward C. Allmon** owns **WBGC Chipley, Fla.,** and is physicist and electronic engineer at Eglin AFB.

Austin, Minn.—George A. Hormel III—Granted 970 kc, 1 kw D. P. O. address % Hormel Estate, R.R. #5, Austin. Estimated construction cost $20,207, first year operating cost $70,000, revenue $70,000. Mr. Hormel holds meat-packing interests.

Miners Bcstg. Service Inc., Ambridge, Pa.— Granted, with conditions, application for a new am station to operate on 1460 kc, 500 w D.

Chesterfield Bcstg. Co., Richmond, Va.— Granted cp for new am station to operate on 1590 kc, 5 kw D; trans. to be operated by remote control. Comr. Bartley abstained from voting.

O. K. Bcstg. Corp., Warrenton, Va.—Granted cp for new am station to operate on 1570 kc, 500 w D.

APPLICATIONS

Santa Barbara, Calif.—Milton Hackmeyer, 1290 kc, 500 w D. P. O. address 12036 9th N.W., Seattle 77, Wash. Estimated construction cost $21,825, first year operating cost $46,204, revenue $61,200. Mr. Hackmeyer, sole owner, has insurance and brokerage interests. Announced Sept. 24.

Fort Collins, Colo.—Horsetooth Bcstg. Co., 600 kc, 1 kw D. P. O. address John E. Aldren, 171 South Fenton St., Denver, Colo. Estimated construction cost $24,610, first year operating cost $48,620, revenue $56,020. Principals include **John E. Aldren** (20%), **Carl G. Hoffman, Cecil H. Boyd, Dr. Earl J. Boyd, Harvey H. Corske** (each 10%) and others. Mr. Aldren is salesman for **KOA Denver, Colo.** Mr. Hoffman, Mr. Boyd and Mr. Corske, each have various business interests. Announced Sept. 24.

Orofino, Idaho—Clearwater Bcstg. Co., 950 kc, 500 w D. P. O. address Eugene A. Hamblin, 2829 Country Club Dr., Lewiston, Idaho. Estimated construction cost $4,750, first year operating cost $21,600, revenue $25,200. Owners are **John H. Matlock** and **Eugene A. Hamblin** (each 50%). Mr. Matlock is 60% partner and general manager of **KOZE Lewiston, Idaho.** Mr. Hamblin is 40% partner and commercial manager of same station. Announced Sept. 20.

Potosi, Mo.—Franklin County Bcstg. Co., 1280 kc, 500 w D. P. O. address % Radio Station KLPW, Box 72, Union, Mo. Estimated construction cost $9,380, first year operating cost $34,500, revenue $39,000. Principals include **Leslie P. Ware** and others. Mr. Ware is president and principal stockholder of **KNIM Maryville, Mo.,** and **KLPW Union, Mo.** Announced Sept. 25.

Santa Fe, N. M.—Santa Fe Bcstrs., 1300 kc, 1 kw D. P. O. address Box 597, Junction, Tex. Estimated construction cost $12,995, first year operating cost $24,000, revenue $30,000. Owners are **Farrell M. Brooks** and wife, **Norma Sue Brooks** (equal partners). Mr. Brooks is general manager and chief engineer of **KMBL Junction, Tex.,** in which he is partner with Mrs. Brooks. Announced Sept. 20.

St. Marys, Ohio—State Bcstg. System Inc., 1010 kc, 500 w D. P. O. address % Charles F. Trivette, 420 Chinoe Rd., Lexington, Ky. Estimated construction cost $30,660, first year operating cost $36,000, revenue $48,000. Principals include **Charles F. Trivette** (92.88%), and others. Mr. Trivette is president of **WMLF Pineville, Ky.** Announced Sept. 25.

Lehighton, Pa.—Valley Bcstg. Co., 1150 kc, 1 kw D. P. O. address % E. D. McWilliams, R.D. #2, Lehighton, Pa. Estimated construction cost $44,195, first year operating cost $40,000, revenue $45,000. Owners are **Martin H. Philip** (50%), **E. D. McWilliams** (30%), and **Megan H. McWilliams** (20%). Mr. Philip is attorney; Messrs. McWilliams have various business interests. Announced Sept. 24.

Mount Carmel, Pa.—Guinan Realty Co., 1320 kc, 1 kw D. P. O. address 119 South Oak St., Mount Carmel, Pa. Estimated construction cost $26,000, first year operating cost $68,700, revenue $72,000. Owners are **Richard H. Guinan, Daniel F. Guinan, Francis D. Guinan** and **Lawrence Guinan** (each 25%). All four owners have various business interests. Announced Sept. 19.

Lafayette, Tenn.—Lafayette Bcstg. Co., 1460 kc, 1 kw D. P. O. address Marvin Leslie, Box 79, Livingston, Tenn. Estimated construction cost $19,873, first year operating cost $24,000, revenue $36,000. Owners are **Marvin Leslie, Mitchell Leslie** and **Denton D. Norris** (each ⅓). Messrs. Leslie and Leslie are businessmen; Dr. Denton is physician. Announced Sept. 20.

Merrill, Wis.—Ladon Bcstg. Corp., 730 kc, 1 kw D. P.O. address Leonard A. Konoghue, 102 Cottage St., Merrill, Wis. Estimated construction cost $31,145, first year operating cost $40,000, revenue $40,000. Owners are **Julia Donoghue** (86%) and **Leonard A. Donoghue** (14%). Julia Donoghue is housewife; Leonard Donoghue has manufacturing interests. Announced Sept. 19.

New Fm Stations

ACTIONS BY FCC

Imperial Bcstg. System, Inc., San Bernardino, Calif.—Granted cp for new Class B fm station to operate on ch. 260 (99.9 mc); ERP 30 kw; antenna 1,570 ft.; transmitter to be operated by remote control; engineering condition.

Bay Fm Bcstrs., San Francisco, Calif.—Granted cp for new Class B fm station to operate on ch. 287 (105.3 mc); ERP 17.5 kw; antenna 450 ft.

KYA Inc., San Francisco, Calif.—Granted cp for new Class B fm station to operate on ch. 227 (93.3 mc); ERP 4.9 kw; antenna 710 ft.; transmitter to be operated by remote control; engineering conditions.

San Francisco, Calif.—Hanon N. Levitt—Granted 94.9 mc, 9.5 kw unl. P. O. address 217 Kearney St., San Francisco. Estimated construction cost $4,700, first year operating cost $7,488, revenue $11,320. Mr. Levitt, phonograph records and music interests, former announcer, will be sole owner.

Ithaca, N. Y.—Cornell Radio Guild Inc.—Granted 101.7 mc, 175 w unl. P. O. address Willard Straight Hall, Ithaca, N. Y. Estimated construction cost $3,750, first year operating cost $5,000, revenue $10,000. Equal partners are **Roland Delattre,** asst. director, religious work, Cornell U., **Louis W. Kaiser,** assoc. prof. radio services, Cornell, **True McLean,** prof. electrical engineering, Cornell, **Charles B. Meyer,** former RCA employe, and **Ernest L. Stern,** asst. instructor, Cornell.

Macon County Bcstg. Co., Franklin, N. C.— Granted cp for new Class B fm station to operate on ch. 233 (94.5 mc); ERP 4.4 kw; antenna minus 295 ft.; engineering condition; trans. to be operated by remote control.

George Voron & Co., Philadelphia, Pa.—Granted cp for a new Class B fm station to operate on ch. 291 (106.1 mc); ERP 20 kw; antenna 480 ft.; engineering condition; trans. to be operated by remote control.

APPLICATIONS

San Francisco, Calif.—Franklin Mieuli, 106.9 mc, 16.6 kw unl. P. O. address 760 Market St., San Francisco, Calif. Estimated construction cost $15,500, first year operating cost $35,000, revenue $38,000. **Mr. Mieuli,** sole owner, has various business interests. Announced Sept. 23.

Philadelphia, Pa.—National Bcstg. Co. 106.9 mc, 6.2 kw unl. P. O. address Raymond E. Simonds, RCA Frequency Bureau, 60 Broad St., New York 4, N. Y. Estimated construction cost $26,500. RCA is sole stockholder of the applicant. Other NBC owned stations include **WRCA-AM-FM-TV New York, N. Y.; WRC-AM-FM-TV Washington, D. C.; WMAQ-AM-FM, WNBQ (TV) Chicago, Ill.; WRCV-AM-TV Philadelphia, Pa.; KNBC-AM-FM San Francisco, Calif.; KRCA (TV) Los Angeles, Calif; WBUF (TV) Buffalo, N. Y.; WKNB-WNBC (TV) New Britain, Conn.** Announced Sept. 24.

Tacoma, Washington—Thomas Wilmot Read 103.9 mc, .322 kw unl. P. O. address Rm. 206, Peck Bldg., 1712 Sixth Ave., Tacoma, Washington. Estimated construction cost $3,409, first year operating cost $7,000, revenue $15,000. **Mr. Read,** sole owner, has been a student during past five years.

Ownership Changes

ACTIONS BY FCC

KSEI Pocatello, Idaho—Granted (1) transfer of control from **Florence M. Gardner** to **Pioneer Bcstrs Corp.,** and (2) assignment of licenses from **Radio Service Corp.** to Pioneer Bcstrs. Corp. **(Henry H. and Ruthe A. Fletcher)**; transaction between present principals involves stock transfer and $213,362 payment to Gardner.

WAGM and WAGM-TV Houlton, Maine—Granted transfer of control from **H. D. Glidden** to **Northeastern Bcstg. Co., Inc.** consideration $525,000; transfer not to be consummated until Northeastern has surrendered cp for **WABQ Presque Isle.** Tv station operates on ch. 8. Auxiliaries KA-8526 and KCF-41 involved. Northeastern is owned by licensee of **WABI (AM and TV) Bangor.**

WUST, WUST-FM Bethesda, Md.—Granted (1) renewal of licenses and (2) transfer of control from 5 individuals to a voting trust of 4; no monetary consideration.

KFEQ, KFEQ-TV St. Joseph, Mo.—Granted assignment of licenses to **KFEQ Bcstg. Co. (Jesse D. Fine, president)**; consideration $841,091. **KFEQ-TV** operates on ch. 2.

KANA Anaconda, Mont.—Granted assignment of license to **Tri-County Radio Corp. (KIYI Shelby)**; consideration $30,000.

WSLB Ogdensburg, N. Y.—Granted assignment of license to **Seaway Radio, Inc. (George W. Bingham,** president, majority stockholder, and has interest in **WGNY Newburgh,** and **WKIP Poughkeepsie)**; consideration $190,000.

KATI Casper, Wyo.—Granted assignment of li-

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James W. Blackburn	Clifford B. Marshall	H. W. Cassill
Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	Financial 6-6460

cense to **KATI Corp. (Kenneth G. Prather,** president); consideration $65,000.

APPLICATIONS

Escondido, Calif.—Seeks assignment of am cp from **Palomar Bcstg. Co.** to **Palomar Bcstg. Co. Inc.** of which **Julia C. Owen** will be sole owner, (for the consideration of $12,632 in reimbursement of license and cp to **The Daily Report Co.** Corporate change. No control change. Announced Sept. 19.

KOCS, KEDO-FM Ontario, Calif.—Seeks assignment of license and cp from **The Daily Reporter Co.** to **The Daily Report Co.** Corporate change. No control change. Announced Sept. 19.

WMDF Mt. Dora, Fla.—Seeks assignment of cp from **George R. Smith** to **Charlotte Radio and Television Corp.** for $1,500. Charlotte Radio and Television Corp. is owned by **Francis M. Fitzgerald** (100%). Mr. Fitzgerald is president and general manager of **WGIV Charlotte, N. C.** Announced Sept. 23.

WDLP-AM-FM Panama City, Fla.—Seeks assignment of license from **Panama City Bcstg. Co.** to **Dixie Radio Inc.** for $400,000 for both **WDLP and WCOA Pensacola, Fla.** (see below). Dixie Radio is owned by **Denver T. Brannen** (99.4%) and others. Mr. Brannen owns **KCIL Houma, La.** and **WDEB Gulfport, Miss.** Announced Sept. 23.

WCOA Pensacola, Fla.—Seeks assignment of license from **WCOA Inc.** to **Dixie Radio Inc.** (See sale of **WDLP Panama City** above.) Announced Sept. 24.

WJJC Commerce, Ga.—Seeks assignment of license from **Albert S. Hardy** to **Jackson County Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 25.

WFMF (FM) Chicago, Ill.—Seeks transfer of control and assignment of license, contingent upon grant of control, from **Functional Music Inc.** to **Music Services Inc.** for $125,000. Music Services Inc. is owned by **Maurice Rosenfield, Lois F. Rosenfield. Jerome Rosenfield** and **Lucille K. Rosenfield** (each 25%). Maurice Rosenfield is attorney: Lois Rosenfield is in clothing and real estate; Jerome Rosenfield is in periodicals distribution, as is Lucille Rosenfield. Announced Sept. 24.

WIPA Annapolis, Md.—Seeks transfer of control of licensee corp. from **James Stolcz** to **Robert J. Kent** for $49,200. Mr. Kent is with USIA. Announced Sept. 25.

WMEX Boston, Mass.—Seeks assignment of license from **Richmond Brothers** to **Richmond Brothers Inc.** Corporate change. No control change. Announced Sept. 20.

WJKO East Longmeadow, Mass.—Seeks transfer of control of licensee corp. from **Gerson Askinas** and **Merle G. Hewinson** to **Paul J. Perreault** (48.3%) **Arthur Tacker** (4.7%) and others for $15,900. Paul Perreault is 89.3% owner of **WSKI Montpelier, Vt.** Mr. Tacker is 10.7% owner of WSKI. Announced Sept. 24.

WJBL Holland, Mich.—Seeks transfer of control of license corp. from **Bernard Grysen** and **John Lewis Kungle** to **Bernard Brookema** for $34,000 by cancellation of indebtness in that amount. Mr. Brookema is part-time sales and promotional rep for WJBL. Announced Sept. 24.

WKBX Corinth, Miss.—Seeks assignment of license from **Triangle Bcstg. Co.** to **Triangle Bcstg. Corp.** Corporate change, with control now vested in former partner Luther C. Moore. Announced Sept. 23.

KNOX-TV Grand Forks, N. D.—Seeks assignment of license from **Community Radio Corp.** to **Community Television Corp.** for 71.4% as assignee's entire authorized capital stock with voting rights. Corporate change. No control change. Announced Sept. 23.

KRMG Tulsa, Okla.—Seeks assignment of license from **Western Bcstg. Co.** to **Meredith KRMG Inc.** for $500,000. Meredith KRMG Inc. is owned by **Meredith Engineering Co., Des Moines, Iowa.** Meredith Engineering is licensee of **KCMO-AM-FM-TV Kansas City, Mo.** and **KPHO-AM-TV Phoenix, Ariz.** Announced Sept. 23.

WERI Westerly, R. I.—Seeks transfer of control of licensee corp. from **Edwin B. Esterbrook Jr.** to **William Robert Sweeney** for $74,000. Mr. Sweeney is vice president of **Tele Bcstrs. Inc.** and station manager of **WPOW New York, N. Y.** Announced Sept. 20.

WPRW Manassas, Va.—Seeks assignment of cp from **Prince William Bcstg. Co.** to **Prince William Bcstg. Corp.** Corporate change. No control change. Announced Sept. 24.

WRKE Roanoke, Va.—Seeks assignment of cp from **Elmore D. Heins** and **Reba Figgatt Heins** to **Dr. Bertram Roberts** (25%) **Allan Roberts** (25%) **Sherwood J. Tarlow** (40%) and **Joseph Kruger** (10%) d/b as **Roanoke Bcstg. Co.** for $75,000. Mr. Tarlow is 95% owner of **WHIL Medford, Mass.,** 60% owner of **WGUY Bangor, Me.,** 40% of **WARE Ware, Mass.,** 49.9% of **WLOB Portland. Me.** Mr. Kruger is 5% owner and manager of WHIL, and 5% owner of WARE. Dr. Roberts, dentist, is 45% owner of WARE. Allan Roberts is 10% owner of WARE. Announced Sept. 23.

KWLK Longview, Wash.—Seeks assignment of license from **Twin City Bcstg. Corp** to **Triad Bcstg. Corp.** for $65,000. Triad Bcstg. Corp. is owned by **Merton Glant, William E. Boeing Jr.** and **Donald K. McBride** (each one-third). Mr. Glant is account executive **KJR Seattle, Wash.;** Mr. Boeing has various business interests; Mr. McBride is radio-tv rep. Announced Sept. 20.

KOWB Laramie, Wyo.—Seeks assignment of license from **The Snowy Range Bcstg. Co. Inc.** to **KOWBoy Bcstg. Co.** Corporate change. No control change. Announced Sept. 19.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of **Robert I. Hartley,** tr/as **Claremore Bcstg. Co.,** for new am station to operate on 1270 kc, 500 w D, in Claremore, Okla.

Hearing Examiner Millard F. French issued initial decision looking toward grant of application of **Northwest Bcstrs. Inc.,** for new am station to operate on 1540 kc, 1 kw DA unl., in Bellevue, Wash., and denying competing application of **Reverend Haldane James Duff** (10 kw), Seattle, Wash.

Routine Roundup

ACTIONS BY FCC

KTAG-TV, KTAG Assoc., Lafayette, La. — Designated for consolidated hearing applications of **KTAG-TV** for mod. of cp to specify operation on ch. 3 instead of ch. 25 and **Evangeline** and **Acadian** for new tv stations to operate on ch. 3.

WAGM-TV Presque Isle, Me.—Granted cps for private tv intercity relay system for off-the-air pickup of programs of **WABI-TV** (ch. 5) **Bangor,** for rebroadcast by **WAGM-TV** (ch. 8).

KGLD Garden City, Kan.—Granted cps for private tv intercity relay system for off-the-air pickup of programs of **KCKT-TV** (ch. 2) **Great Bend, Kan.,** for rebroadcast by **KGLD** (ch. 11).

Westbrook Bcstg. Co. Inc., Saco, Me.—Designated for consolidated hearing applications for new am stations to operate on 1440 kc D; Westbrook with 5 kw and **Tarlow** with 500 w.

KMMJ Grand Island, Neb.—Granted change of operation on 750 kc from 1 kw, L-WSB, to 10 kw DA, L-WSB; engineering conditions.

KRUN Ballinger, Tex.—Granted mod. of license to change from unl. time to specified hours (6 a.m. to 7 p.m.), continuing operation on 1400 kc, 250 w.

KEPR-TV Pasco, Wash.—Granted application to increase vis. ERP to 105 kw, change trans. and make other equipment changes, and cancelled cp for station **KRTV** (ch. 8) **Walla Walla.** (**KEPR-TV** is licensed on ch. 19.)

By order of Sept. 19, Commission, on petition by **Gila Bcstg. Co.,** dismissed its protest, petition for reconsideration and stay of June 6 grants to **Community Television Project** for two new tv translator stations to serve **Globe** and **Miami, Ariz.;** cancelled oral argument and terminated and dismissed proceeding in Dockets 12137-8. (Comr. Ford abstained from voting.)

By order of Sept. 19, Commission granted motion by **Rockingham Radio Corp. (WHBG) Harrisonburg, Va.,** to dismiss its protest; reaffirmed and made effective immediately Sept. 5, 1956, grant of application of **Richard F. Lewis Jr., Inc.,** of **Mount Jackson, Va.,** to increase power of **WSIG** from 1 kw to 5 kw, install DA and change trans., operating daytime only on 790 kc; and terminate proceedings in Docket 11852. (Comr. Ford abstained from voting.)

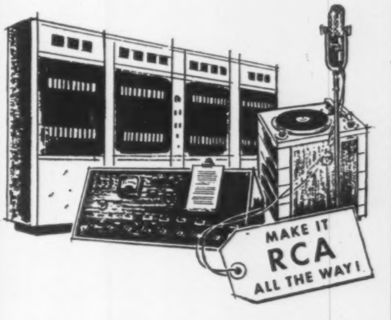
By order of Sept. 19, Commission granted petition by **Dutchess County Bcstg. Corp. (WKIP) Poughkeepsie, N. Y.,** and enlarged issues in am proceeding on application of **WNAB Inc. (WNAB) Bridgeport, Conn.** (Comr. Ford abstained from voting.)

By memorandum opinion and order of Sept. 19, Commission denied petitions by **Friends of Good Music** for, (1) reconsideration of Commission's Mar. 13 memorandum opinion and order which denied the former leave to intervene in proceeding on assignment of license and cp of station **WGMS Bethesda, Md.,** and license of **WGMS-FM Washington, D. C.,** from The Good Music Station Inc., to **RKO Teleradio Pictures Inc.,** and (2) review of order of hearing examiner denying petition to file brief as amicus curiae and in the alternative to modify Commission order to grant leave to submit argument as amicus curiae in Docket 11821. (Comr. Ford abstained from voting.)

By order of Sept. 19, Commission denied motion by **Storer Bcstg. Co. (WSPD) Toledo, Ohio,** and **The Times Herald Co. (WTTH) Port Huron, Mich.,** to reopen the record in proceeding on application of **Sanford A. Schafitz** for new am station in Lorain, Ohio. At same time, the Commission scheduled oral argument in this proceeding for Oct. 8. (Comr. Ford abstained from voting.)

The Commission announced its order of Sept. 19, denying petition by **Valley Telecasting Co. (KIVA** ch. 11) **Yuma, Ariz.,** for rehearing with respect to Commission's memorandum opinion and order of Oct. 11, 1955, striking Valley's exceptions, as untimely filed, and giving notice that initial decision of Aug. 6, 1956, confirming Commission's Jan. 25, 1956, grant of cp to **Wrather-Alvarez Bcstg. Inc.,** for new tv station **(KYAT)** to operate on ch. 13 in Yuma, became effective Sept. 17, 1956. Comr. Hyde dissented and issued a statement; Comr. Ford abstained from voting.

The Commission announced its memorandum opinion and order of Sept. 19, denying petition and supplement by **Mid-West Tv Corp.,** insofar as they request opportunity to inspect notations pertaining to Commission actions in **Indianapolis,**



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Ind., ch. 13 comparative proceeding. Comrs. Craven and Ford abstained from voting.

By memorandum opinion and order, Commission granted request by **Capitol Bcstg. Co.**, pursuant to show cause order, for public hearing before examiner to determine whether the mod. of outstanding authorization for regular commercial operation of **WJTV** on ch. 12 in **Jackson, Miss.**, to the extent necessary to permit operation of experimental tv station on that channel in **New Orleans, La.**, by **Supreme Bcstg. Co.**, will promote public interest, convenience and necessity; made **Supreme** party to the proceeding; denied request by Capitol that hearing be held upon issues specified by Capitol; and denied request of Capitol for stay of issuance of program test authority to **Supreme** pending outcome of the show cause proceeding. (Comr. Lee absent.)

By memorandum opinion and order, Commission dismissed protest of **Broadcast House Inc.**, and **Radio St. Louis Inc.**, directed against Commission's July 18 grant without hearing of application of **Columbia Bcstg. System Inc.**, for mod. of cp for station **KMOX-TV** (ch. 11) **St. Louis, Mo.**, to change trans. site 2.2 miles closer to St. Louis, increase ant. height from 1050 to 1100 ft., relocate St. Louis studio, etc. (Comr. Lee absent.)

By memorandum opinion and order, Commission granted protest and petition for rehearing filed by **Community Service Bcstg. Corp. (WCSS) Amsterdam, N. Y.**, to extent of postponing the effective date of July 18 grant to **Walter T. Gaines**, for new am station **(WGAV)** to operate on 1570 kc, 1 kw D, in Amsterdam, N. Y., pending determination in evidentiary hearing; made WCSS party to the proceeding; denied protest in all other respects. (Comr. Ford abstained from voting.)

By memorandum opinion and order, the Commission granted protest by **Ponce de Leon Bcstg. Co. Inc. (WAPA-TV** ch. 4) **San Juan, P. R.**, to extent of designating for evidentiary hearing application of **American Colonial Bcstg. Corp.**, for mod. of cp of **WKBM-TV** (ch. 11) **Caguas, P. R.**, to increase ERP from 2.69 kw to 27 kw by substituting trans.; denied request for postponement of effective date of Aug. 1 grant of **WKBM-TV** mod. of cp; made **WAPA-TV** party to proceeding.

By memorandum opinion and order, Commission granted protest and petition for reconsideration filed by **Southern Bcstg. Co. (WUSN-TV** ch. 2) **Charleston, S. C.**, to extent of postponing effective date of Aug. 1 grant of application of **Atlantic Coast Bcstg. Corp.** of Charleston, for new tv station **(WTMA-TV)** to operate on ch. 4 in Charleston, pending decision in evidentiary hearing; made **WUSN-TV** party to proceeding.

On petition by **Community Bcstrs. Assn. Inc.**, Commission on Sept. 24 granted extension of time for filing comments from Oct. 1 to Nov. 1, in matter of amendment of Part 3 of rules and technical standards concerning the power limitation of Class IV am broadcast stations.

Commision on Sept. 25 directed preparation of document looking toward denying petitions by **Newport Bcstg. Co. (KNBY) Newport, Ark.**, for reconsideration, set aside decision, reopen record and enlarge issue in proceeding on its application to change frequency from 1280 kc to 730 kc, continuing operation with 1 kw D. Comr. Ford abstained from participation.

By memorandum opinion and order of Sept. 25, Commission denied petition by **Greater Erie Bcstg. Co.** for review of hearing examiner's denial of continuance of hearing in the **Buffalo, N. Y.**, ch. 7 proceeding. (Comr. Ford abstained from voting.)

By order of Sept. 25, Commission denied joint petition by **Radio Engineering Service (KCLA)** and **Universal Bcstg. Corp. (KOTN)**, both **Pine Bluff, Ark.**, for leave to intervene in proceeding on am applications of **Jefferson County Bcstg. Co., Pine Bluff**, and **Kermit F. Tracy, Fordyce, Ark.** (Comr. Ford abstained from voting.)

On petition by **National Community Television Assn. Inc.**, and request of **Gov. Steve McNichols, State of Colorado**, Commission on Sept. 20 granted extension of time for filing comments from Oct. 1 to Dec. 15 and for filing reply comments from Oct. 30 to Jan. 14 in matter of amendment of Part 4 of rules to permit operation of low power tv broadcast repeater stations.

By Hearing Examiner Basil P. Cooper on September 19:

Issued order controlling the conduct of hearing re am application of **Radio Hawaii, Inc. (KOPA) Honolulu, Hawaii**; evidentiary hearing will begin as scheduled on Sept. 30.

By Hearing Examiner Elizabeth C. Smith on the dates shown:

Ordered that prehearing conference will be held at 2:30 p.m., on Sept. 19, re am applications of **Wayne M. Nelson, Concord, N. C.** and **Fred H. Whitley, Dallas, N. C.** (Action Sept. 18); Issued statement and order governing hearing in this proceeding—further prehearing conference will be held on Oct. 21, and the evidentiary hearing is continued from Oct. 1 to Oct. 28. Action Sept. 19.

By Hearing Examiner Thomas H. Donahue on the dates shown:

Granted petition of **St. Charles County Bcstg. Co., St. Charles, Mo.**, for leave to amend its am application to make certain changes in its proposed directional antenna (Action Sept. 18); at oral request of applicant and without objection from Broadcast Bureau, ordered that hearing in this proceeding is continued from Sept. 23 to Oct. 14. Action Sept. 19.

Issued notice that on Sept. 27 conference will be held looking toward reopening record and hearing on two issues designated by Commission in its order dated Aug. 1, released Aug. 8 (FCC 57-843) re am applications of **Jefferson County Bcstg. Co., Pine Bluff, Ark.**, and **Kermit F. Tracy, Fordyce, Ark.** Action Sept. 19.

By Hearing Examiner H. Gifford Irion on Sept. 12:

On own motion, ordered that hearing scheduled for Sept. 17 is continued to Sept. 27 at which time a hearing conference will be held re applications of **Herbert Muschel, Independent Bcstg. Co.** and **New Bcstg. Co., Inc.**, all New York.

By Hearing Examiner Basil P. Cooper on September 20:

Ordered that prehearing conference will be held at 11:00 a.m. on Oct. 7 re application of **Dispatch Inc. (WICU), Erie, Pa.**, for mod. of cp.

By Hearing Examiner Millard F. French on Sept. 20:

Gave notice that conference will be held on Sept. 30 looking toward reopening the record and hearing on the issue designated by Commission on its order re am application of **Fernandina Beach Bcstr. (WSIZ), Douglas, Ga.**, dated July 18, released July 22.

By Hearing Examiner J. D. Bond on Sept. 19:

Issued order after prehearing conference re am applications of **K. C. Laurance, Medford, Ore.**, and **Philip D. Jackson, Weed, Calif.** hearing scheduled for Oct. 9 is continued to a date to be fixed by subsequent order, and a further prehearing conference will be held on Oct. 30.

By Chief Hearing Examiner James D. Cunningham on Sept. 23:

Ordered that hearing is scheduled for Nov. 14 re am applicaion of **Basin Bcstg. Co., Durango, Colo.**

By Hearing Examiner Hugh B. Hutchison on Sept. 20

Granted petition of **Highland Bcstg. Corp., Peekskill, N. Y.**, for leave to amend its fm application to specify the use of ch. 264 in lieu of ch. 294, and application as amended is returned to the processing line, and retained in hearing status **The Riverside Church** in the city of **New York.**

By Hearing Examiner Herbert Sharfman on Sept. 20:

On oral request of counsel for the applicant, and without objection by counsel for the other parties, orderd that the further hearing scheduled for Sept. 23 is continued to Nov. 12 re applications of **The Tradewinds Bcstg. Co. (WCBQ), Sarasota, Fla.**, for cp to replace expired cp and for mod. of cp.

By Chief Hearing Examiner James D. Cunningham on the dates shown:

Ordered that hearings are scheduled in the following proceedings on the dates shown: **Westbrook Bcstg. Co., Inc., Westbrook, Maine** and **Sherwood J. Tarlow, Saco, Maine** on Nov. 14; **Walter T. Gains (WGAV), Amsterdam, N. Y.** on Oct. 22. Action Sept. 23.

Granted petition of **Delta Television Corp.** for dismissal without prejudice of its application and retained in hearing status application of **Greenwood Bcstg. Co.**, for cps for new tv stations to operate on ch. 6 in **Greenwood, Miss.** Action Sept. 24.

By Hearing Examiner Elizabeth C. Smith on September 23:

Ordered that Exhibit No. 1 of **Jefferson Bcstg. Co., Inc., Louisville, Ky.**, is received in evidence in proceeding on its am application and the record closed.

By Hearing Examiner H. Gifford Irion on September 23:

Ordered that further hearing will be held on Oct. 8 re am application of **Town and Country Radio, Inc., Rockford, Ill.**

By Hearing Examiner Charles J. Frederick on September 23:

Ordered that because of possibility of third application being consolidated in proceeding on am applications of **Ralph D. Epperson** and **Williamsburgh Bcstg. Co., Williamsburgh, Va.**, and upon oral motion of counsel for Broadcast Bureau made at prehearing conference, further prehearing conference is indefinitely postponed and hearing scheduled for Oct. 3 is also indefinitely postponed.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of September 20

WIMA-TV Lima, Ohio—Granted license for tv station; ERP vis. 16.6 kw, aur. 9.77 kw, ant. height 340 ft.

WCBI-TV Columbus, Miss.—Granted license for tv station; ERP vis. 20 kw, aur. 10 kw, ant. height 450 ft.

WFGA-TV Jacksonville, Fla.—Granted license for tv station and change description of studio and trans. locations (not a move).

KBES-TV Medford, Ore.—Granted license for tv station; ERP vis. 30.2 kw, aur. 15.8 kw, ant. height 430 ft.

WAGM-TV Presque Isle, Me.—Granted license for tv station; ERP vis. 27.5 kw DA, aur. 14.1 kw DA.

KUKU Willow Springs, Mo.—Granted cp to replace expired cp for new am station.

WSLS-FM Roanoke, Va.—Granted cp to increase ERP to 21 kw, reduce ant. height to 1,890 ft., and make change in ant. system.

WCOL-FM Columbus, Ohio—Granted cp to reduce ERP to 6.8 kw, ant. height to 350 ft., and change type trans.

WMUB Oxford, Ohio—Granted cp to change trans. and studio location, change ant. height to 295 ft., and make changes in ant. system; ERP 810 w

WKXP-TV Lexington, Ky.—Granted mod. of cp to change main studio location, and waiver of Sec. 3.613 of rules.

WJZ-TV Baltimore, Md.—Granted mod. of licenses to change name to **Westinghouse Bcstg. Co. Inc.**

WCOC-TV Meridian, Miss.—Granted extension of completion date to 1-1-58.

Actions of September 19

KDOK Tyler, Tex.—Granted assignment of license and cp to **KDOK Bcstg. Co.**; condition.

WBNL Boonville, Ind.—Granted assignment of licenses to **Boonville Bcstg. Co.**

KHBM Monticello, Ark.—Granted assignment of license to **James A. West Jr., Elgie M. Risinger, Delvin R. White, J. A. West Sr.** d/b as **College Bcstg. Co.**

WPCO Mt. Vernon, Ind.—Granted assignment of license to **Mt. Vernon Bcstg. Co.** (stock transaction).

WKEA Dublin, Ga.—Granted acquisition of positive control by **John A. Boling** through purchase of stock from **Emerson W.** and **Sarah A. Browne.**

WBUZ Fredonia, N. Y.—Granted license for am station.

WCLE Cleveland, Tenn.—Granted license for am station.

WEMP Milwaukee, Wis.—Granted license covering changes in daytime directional ant.; conditions.

WHVR Hanover, Pa.—Granted license covering increase in daytime power, installation of new trans., erect third tower for daytime operation, employing directional ant. (Change from DA-N to DA-2), conditions.

KEEN San Jose, Calif.—Granted license cover-

Continues on page 111

ALLEN KANDER
and Company

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
Washington 6, D. C.
NAtional 8-1990

NEW YORK
60 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-6760

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $15.00 per inch.**

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expresely repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, B•T.

1000 watt midwest daytimer, city of 6,000 population needs experienced staff. If you are an announcer, salesman, engineer, program director, traffic-continuity gal, let's hear from you. General Manager, KLOH, Pipestone, Minn.

Management

Young man, experienced. plenty of potential for our sales department. who can become manager. We'll help develop your best qualities, while you learn our operation, prepare for management, all time making above average sales guarantee plus. All our managers were former salesmen, never lost a good man. William Anderson, McLendon Ebony Radio Group, Box 2667, Jackson, Miss.

Station manager wanted for KSVP, Artesia, New Mexico. Good starting salary, bonus for right man and limited rights to stock purchase plan. Prefer man from southwest area. No phone calls. Write giving full details to Donald S. Bush, 216 Booker Bldg., Artesia, New Mexico.

Sales

Experienced salesman wanted by daytime kilowatt near Chicago with night time application pending. $400 monthly guarantee against 15 per cent. Protected account list and territory. Bonus plus other fringe benefits. Personal interview necessary. List age, education, experience in detail. Box 250B, B•T.

Fourth largest market on west coast needs high caliber salesman with plenty of drive. Top NBC affiliate has choice opening, for aggressive, experienced man. We do not want the hot shot. Excellent earnings and future available. Send complete resume, plus past years billing to Box 254B, B•T.

Northern Illinois. Strong indie. Top money and future for sales manager who loves to sell. Box 338B, B•T.

Excellent spot with top Indiana independent for hard hitting solid producing sales manager. Box 339B, B•T.

Salesman: Capable of future management. Leading independent in Detroit. Good guarantee, plus every benefit. Box 340B, B•T.

Salesman-announcer wanted. Central Illinois network station. Good future. Salary plus draw against commission. Box 426B, B•T.

California indie has opening for an aggressive salesman. Some announcing ok. Salary and commission. Send resume, photo and tape to Fred D'Angelo, KCSB, San Bernardino, Calif.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

Experienced dj with possible sales for pop-music-news station. Good salary plus commission. KLEX, Lexington, Missouri.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Have immediate opening for good salesman. A small amount of air work required. Prefer North Carolina man—will consider all applicants. Contact John T. Newman, General Manager, WLSE, Wallace, N. C.

Opportunity, good radio salesman, stable background, want to make money, sell 50.000 watts of quality, call Bill Brown, Cypress 6-0569, San Diego, California.

Salesman. Opportunity unlimited, full-time traveling absolute must, highest integrity, self-starter and ambitious, earnings unlimited, territories open. Write complete background with picture. Management Councelors. 111 Amherst Dr., S. E., Albuquerque, New Mexico.

RADIO

Help Wanted—(Cont'd)

Announcers

Kilowatt independent near Chicago wants experienced staff announcer who also has beat experience gathering and writing news. Personal interview necessary. Give age, education, detailed experience in resume. Box 251B, B•T.

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, B•T.

Staff announcer with ability to handle console and speak good English. Full information first letter and photo. Virginia network station. Box 418B, B•T.

Immediate opening for good, experienced announcer with showmanship. $100 per week. Central Nebraska. Excellent Working conditions. Box 428B, B•T.

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, B•T.

Basso profundo, for use in singing jingles, who is also capable of doing fast-paced dj show. Box 433B, B•T.

"Rhyming" deepay-"Brown Band Reknown", etc. Cole Not rock 'n roll. Midwest. Box 459B, B•T.

Slang approach ala "Bing," casual but bright! Great Lakes. Box 460B, B•T.

Ohio—bright n' breezy spinner. Profesional deejay. Call Akron, BL 3-6171.

Needed immediately. First phone announcer. 1000 watt midwest independent. Send tape and resume to KCIM, Carroll, Iowa.

Wanted: Announcer, old station, entirely new building and equipment. 50-hour week approximately. Should be able to read and write English, handle console, play good music and deliver commercials as commercials and not time killers. We operate under the old public service school and not as a top 40 music box. Salary fair. Bert Wick, KDLR, Devils Lake, N. Dak.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Experienced salesman with some dj work for pop-music-news station. Good salary plus commission. KLEX, Lexington, Missouri.

An experienced announcer will have a fine position with this new daytimer independent. Prefer qualified single man. Rush audition tape, recent photo, complete resume. Si Willing, KMAR, Winnsboro, La.

Immediately! Announcer-salesman or maintenance. Start seventy-eight dollars weekly. $340 per month plus commissions, talent, extras, good housing living, phone KPRK, Livingston, Montana.

Two staff announcers, one with 1st class ticket, for 5000 watt independent. Good working conditions. Paid vacation. Profit-sharing plan. Air conditioned studios. Excellent opportunity for reliable, stable man who likes good radio. WCOJ, Coatesville, Penna.

Morning D.J. with independent good music station. No rock & roll. Good voice with tight production. Immediate opening. WHIY, Ft. Gatlin Hotel, Orlando, Florida.

Wanted immediately by Florida station, experienced announcer with first phone. Send tape, resume to Harry Brown, WHOO, Orlando, Florida.

New Jersey. Announcer with first phone. Send tape, resume. WHTG, Monmouth Beach.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired Salary open. Write or phone Joe Bauer, WINK Radio, Fort Myers, Florida.

Can you read well? If so, and have friendly voice, like well balanced music, shows; prefer keeping chatter to pleasant minimum; enjoy hourly newscasts; like to do things right instead of easiest way; we would be delighted to hear from you. To save time, send along resume and tape, WMIX, Mt. Vernon, Ill.

Our top announcer-salesman must leave us. Has average $130 weekly past three years. Are you PD caliber? A bright, mature, permanent air personality? Want to sell and service your own accounts in small, friendly, fast-growing south Florida resort area? Send tape, qualifications to WSTU, Stuart, Florida.

Announcer, experienced in all phases for 5000 watter, regional. Contact General Manager, WWHG, Hornell, New York.

Experienced announcer-engineer with first phone for good music station in south Florida. Emphasis on straight announcing ability. Light engineering duties, but prefer good engineering background. Prefer present Florida resident. Write Post Office Box 1315, Coral Gables, Florida, or if local, phone Miami HIghland 8-74-11. Send photo, tape and resume.

Technical

Immediate opening, experienced 1st phone, metropolitan New York area. 6 days, 48 hours. salary $80.00. Opportunity for over-time. Box 163B B•T.

Chief engineer for Pennsylvania operation. Maintenance and repair experience essential. Construction experience an advantage. Prefer married man seeking permanency. Up to $125 weekly to start. Car necessary. Send resume and photo. Box 275B, B•T.

Engineer for 1 kw Kentucky daytimer. Desire thorough maintenance experience, transmitter, studio, tape, disc recording, some announcing. Salary open. Complete resume and references first letter. Box 324B, B•T.

Experienced radio transmitter engineer for Corpus Christi station. Box 331B, B•T.

Wanted, chief engineer, good announcer. 1000 watt independent daytimer in Indiana. $95 to start. Box 458, B•T.

California indie wants chief-engineer-announcer. Good opportunity. Send resume, photo and tape. Fred D'Angelo, KCSB Radio, San Bernardino, Calif.

Chief engineer-announcer, excellent opportunity for strong announcer, must be good on news and commercials. $100.00 weekly for right man. KRNT, Raton, New Mexico.

KUSH, Cushing, Oklahoma 1000 watt daytime needs chief engineer, short announcing shift, salary plus apartment and utilities. Reply Box 791, Cushing, Oklahoma.

Chief engineer-announcer or announcer-engineer with first phone and technical maintenance background. State experience, tape and salary requirements in first letter. KWOW, Pomona, California.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. **Top salary commensurate with ability.** WBRV Boonville, N. Y. Phone 11.

Engineer with 1st class license. Fulltime transmitter opening. No announcing. Little or no experience accepted. 5 kw Gates equipment, insurance and hospital benefits. Send resume, references and salary requirements to Technical Director, WCHS, P. O. Box 1153, Charleston 24, W. Va.

Combo man, first phone. Need not be best engineer-announcer but must be capable of fitting into congenial organization. Wonderful climate. Near beaches Write or phone Alden Baker, WGAI, Elizabeth City, N. C.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer, Radio and television. Young man, first phone, ambitious, with small station experience and electronic flair, technical school or equivalent background preferred; married; veteran; stable and dependable, with good references; one who wants a permanent berth. Scale starts at $80 for 40 hours. Salary commensurate with experience and ability. No announcing. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. Sterling 2-1145.

WLBC Muncie, Indiana has opening for engineer with 1st class license in combined radio/tv operations. Wage scale, group insurance and other benefits. Send resume and snapshot to: Patrick S. Finnegan, Chief Engineer.

Needed, first phone, immediately, will consider beginner. Light maintenance, some announcing. Expanding operation. Call Manager, Weston 1555, Weston, West Virginia.

Production-Programming, Others

News director, for live-wire news department in major north central market. Must have previous experience in same capacity, be a top-flight newscaster, thoroughly experienced in local reporting, etc., and able to direct other news personnel. An unusual opportunity. Reply in confidence, giving detailed previous experience, salaries, when available, and attach small photo. Box 216B, B•T.

Newsman-experienced. Gather, write, broadcast news. Top-rated midwest indie. Send tape, photo, background. Box 231B, B•T.

Continuity girl who can write good, clean, selling copy. Send samples, photo, background. Box 232B, B•T.

Expanding 5 kw midwest station seeking production manager to coordinate program department, supervise announcers, do some air work. Box 391B, B•T.

Program director-experienced. Mature, sober, sales-minded, experienced all phases radio, with administrative ability, for old established Minnesota net station. Pop. 15,000. Permanency. Sound programming plus know-how re personnel, and public relations. Some copy writing and announcing. Character, ability, references required. Ultimate interview. Send tape, photo, resume. Box 406B, B•T.

Program director wanted by major pacific northwest radio station. Major network affiliation. Mature, experienced, highly creative applicant. Send complete details to Box 410B, B•T.

Wanted-aggressive newsman to write, edit and deliver strong local news. Mobile unit available. Beginners with ability considered. Write resumes, tape and photo to Manager, KORC, Mineral Wells, Texas. State salary desired.

RADIO

Situations Wanted

Management

Station-commercial manager. Long experience management and sales. Not young but long solid experience. Energetic live-wire, dependable result getter. Prefer South or Florida small market. Box 423B, B•T.

Energetic young man seeking advancement to assistant manager—manager of small am-tv station. Seven years broadcast experience, all phases. Box 445B, B•T.

Sales

TV/radio. Sales/management. 10 years, 2 markets, within top 20 and top 100. Title unimportant, require income, incentive. Go to work first day. Radio or tv. Family, thirties. Now employed. Resume. Box 404B, B•T.

Sales manager. Experienced, dependable with an outstanding record important, to have full and complete charge of department. Presently employed, would like to locate on east coast. Available with one month's notice to employer. Box 416B, B•T.

Young man with ideas, energy, seeking radio-tv sales position. Seven years experience in all phases or radio-tv. Good announcer, air personality. Box 444B, B•T.

Sales manager, local and regional. 39 years old. 5 years self-employed. 1½ years selling printed space. 4 years selling television in highly competitive two station market. Wrote more than $100,000.00 in local sales last year. Particulars on request. Box 448B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Dee jay, personality. Run board, restr. ticket. Likes work. Looking for spot to grow in. Go anywhere. Tapes and resume. Box 991A, B•T.

Gal dee-jay, run board, double as receptionist if needed. Plenty of ideas to grab audience. Tape and resume. Box 992A, B•T.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 112B, B•T.

Calling all stations! East, west, north, south! Looking for announcer's job with future. Ready and willing to learn all phases of station operation. Have advertising agency experience in **copywriting. Hours and salary secondary to** professional experience. Have tape or record, photo, **at request. Box 367B, B•T.**

Top country-western dj. Staff. Guitar. Third. Thoroughly experienced. Box 373B, B•T.

Announcer, 1st phone, consider routine maintenance. Prefer west, midwest, Texas or Florida, $85, no car. Box 407B, B•T.

Staff announcer, 3 years experience. 1st ticket. Vicinity New York. Box 411B, B•T.

Twelve years in Canadian top metrop. station. Newscaster. Deejay. Strong commercials. Have visa. Florida bound. Start $125. Box 412B, B•T.

Announcer, 15 months radio-tv experience. No car, seeking week-end and/or part-time work, near NYC. Box 413B, B•T.

Looking for the best in "night" men, news delivery, straight commercials? 1st ticket, good music expert. Box 421B, B•T.

Announcer for hire. A smooth, reliable professional, 5 years top experience, seeking mature, progressive operation for permanent position. You'll like smile-in-the-voice delivery and real, money-making "sell" appeal. Married, 30, outstanding musical background and college education. Prefer West. Box 422B, B•T.

Top rated, soft sell, personality disc-jockey (10 years) with proven success record. Family man seeking permanent spot. Box 430B, B•T.

First phone, young man, wants combo work. Month and half experience 10 kw network station. Box 436B, B•T.

Play-by-play sports announcer available immediately. 6 years experience, 3 years big ten. Box 439B, B•T.

Combo man, first phone, presently employed, wants to locate in New England area preferably. 2 years experience. Box 442B, B•T.

Announcer: Personality, straight staff; experienced. Tape available. Prefer competitive market. Box 446B, B•T.

Personality dj.-salesman, rhyming intros, gimmicks, light experience. Available now. Box 450B, B•T.

Two years in a tv booth. Would like to put ability to work. Good on news. Box 451B, B•T.

Staff announcer, board work, country music. Armentrout, Holly Road, Route 3, Annandale, Virginia. Phone Jefferson 2-5512, after 6:30 p.m.

Country and western dj on regional station wishes to continue in southern state. Professional singer and guitarist, can also double as mc or entertainer on "live" show. Freddy Floyd, Radio WIOU, Kokomo, Indiana.

Announcer: Four years experience. Will travel, but prefer eastern station. Mr. Burt Maskin, 108 Atlantic Ave., Long Beach, N. Y. Telephone: GEneral 1-2014.

Staff announcer, 26, available immediately, specializes in all sports, operate console, has tape, 3rd class, desires permanent position. Larry Myers, Loveland, Colorado.

Five years radio, third class, married, college. Needs job now. Wally Wagner, 604 East 20th. Jasper, Alabama.

Experienced dj announcer-engineer, first phone. Box 1208, Stewartville, Minnesota. Phone 5791.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer-announcer experienced available soon. Box 376B, B•T.

Experienced combo, presently chief, adequate announcer, good maintenance, construction, ham, married, 23, prefer position near university, $500. Box 419B, B•T.

Engineer, 2 years experience, first phone, ham ticket, no announcing. Now available. Box 429B, B•T.

Engineer, first class, 5 years radio-tv experience. Studio xmtr. Travel. Box 432B, B•T.

Young man, 1st phone, experience, desires job with radio or tv station. Prefer Carolina, Tennessee, Virginia area. Box 449B, B•T.

Electrical engineer graduate. Eight years experience radio and tv broadcast work, equipment maintenance and design desires job as chief engineer station located in North or South Carolina. Box 455B, B•T.

1st class engineer with 5 years experience in am radio would like employment in western U.S. Lee R. Sterkenburg, 4323 W. 154th St., Lawndale, California. Osborn 5-0481.

Production-Programming, Others

Valuable air woman, over ten years experience. No prima donna or phoney. Community-client-air liaison produces results. Target: Sound professional climate, lively market, interesting potential. Box 348B, B•T.

Reliable married man desires steady position as news editor and/or announcer on station in Wisconsin or northern Illinois. Nine years experience with emphasis on news, sports and special events. Box 408B, B•T.

Young professional broadcaster—married, veteran, college graduate, eleven years broadcasting, known in the industry, able to put your station on top—desires program directorship. All replies answered promptly. Box 425B, B•T.

Veteran newsman. Over 15 years editing, telephone reporting, rewrite and air; national recognition for regional operations, wants challenging position Florida or coastal southeast. August earnings over $800. Box 435B, B•T.

Would like to relocate, pref. west coast. Director, producer, cameraman, scenic designer, builder. Presently employed major market. Desire position of production manager. Will double salary commensurate. Resume on request. Box 456B, B•T.

Program director, music director, production and continuity director. College grad., 32. From 250 to 50,000 watt stations. Settle anywhere with right deal. Write Box 457B, B•T.

Dave's Den offers: popular music for all ages, custom advertising, exclusive program and merchandising features, an air salesman with five years experience. What will you offer? Dave Drew, Box 203, Smyrna, Tennessee.

TELEVISION

Help Wanted

Announcers

Opening for top-flight announcer strong on news and commercials. VHF, NBC-TV affiliate, southwest. Permanent. Good salary. Consider radio announcer wanting move into television. Send tape, snapshot, resume and present earnings. Box 434B, B•T.

Announcer for mid-west television station. TV experience helpful but not absolutely necessary. Must have radio background. Send full details, with recent photo, to Program Director, Post Office Box 470, Rockford, Illinois.

Live tv and booth announcer wanted. Must be available for personal interview. Send picture and tape first to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Immediate opening for tv announcer. Must have commercial tv experience. Include with first letter: background, references, picture and film or tape. Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian St., Indianapolis, Indiana.

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted-operator with first class license for radio-television operation. No experience. No announcing. Good working conditions. Located north central area. Box 294B, B•T.

Two engineers needed by gulf coast vhf. Box 330B, B•T.

3 tv engineers wanted. Must have 1st class license. One year experience. Large vhf southeastern market. Box 403B, B•T.

Immediate openings for several experienced engineers in long established midwest CBS radio operation expanding into TV. Send resume, references and photo first letter. Box 409B, B•T.

TV technicians wanted. One of the west coast's highest paying independent network affiliates wishes to hire several experienced tv technicians having a broad background in operation and maintenance. 1st phone license required. Wire Chief Engineer, KRON-TV, San Francisco, immediately!!

First class engineer for tv transmitter, experience not essential. Living quarters available at the transmitter, company supplies skis. Call or write Chief Engineer, WCAX-TV, Burlington, Vermont.

2 engineers with 1st class licenses. Fulltime studio control room openings. RCA equipment at maximum power station. Insurance and hospital benefits. Send resume, references and salary requirements to Technical Director, WCHS-TV, P. O. Box 1153, Charleston 24, W. Va.

Television engineer opening exists in our engineering department for experienced man or recent television school graduate. New building, 40 hour week, time and one-half for all over 40 hours, air-conditioned operating spaces, 5 holidays per year, paid vacation and excellent living conditions. Contact Chief Engineer, WFMY-TV, Greensboro, N. C.

We have an opening for an experienced engineer due to expansion of our facilities. Contact Chief Engineer, WJBF, Augusta, Ga.

Engineer for station operation and maintenance of transmitter and associated equipment. Must have first class license. Excellent working and living conditions in vacationland area. Call or write immediately. George Wilson, WWTV, Cadillac, Michigan. Prospect 5-3478.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Promotion director for mid-western vhf station. Must be aggressive, ambitious. Send picture and details to Box 415B, B•T.

Continuity director needed! VHF station with excellent production facilities and staff! Are you a continuity director looking for a larger opportunity or a good writer ready to step up? Please send resume, photo, copy samples, expected starting salary to Box 424B, B•T.

South central basic CBS-TV station seeks production-director to be in charge of all on-air production including lighting, live commercials, programs, news, etc. from a production standpoint. Must also be able to direct some shows. Position does not include any administrative duties in the program department, which will be handled by operations manager. Leadership and ability to handle people professionally essential; dramatic background helpful. Box 438B, B•T.

Writer for tv-radio operation, time-life affiliate. Must at least have had good radio writing experience. Send history, copy, photo to Continuity Director, WOOD & WOOD-TV, Grand Rapids, Mich.

TELEVISION

Situations Wanted

Announcers

Seeking job as staff announcer tv. Thoroughly trained. Live commercial experience. Pleasing voice, personality. Tape available. Box 369B, B•T.

Sportsman, 12 years major sports experience in good markets. Play-by-play, sportscasts, photographer, editor, writer. Can make sports pay. Consider good AM-TV. SOF, scrapbook available. Anywhere. Box 420B, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer—five years radio, limited tv. Want fulltime tv with radio. Box 453B, B•T.

Production-Programming, Others

SRT program-production grad, some writing news, fiction, secretarial, female—what have you? Box 381B, B•T.

Experienced program director—versed in all phases of television, available September 15. Non-drinker, college man, married, 5½ years experience television. Box 385B, B•T.

Program director-producer-director. Live television and films. Twelve years all phases programming-production. Stations and advertising agencies. Will relocate. Top credits and references. Box 414B, B•T.

Production manager-television director. 8 years experience, network, local, agency, film. Seeks permanent position with expanding station. Must be room for advancement. Married. Box 417B, B•T.

Young professional broadcaster — married, veteran, college graduate, eleven years broadcasting, known in the industry, able to put your station on top—desires program directorship. All replies answered promptly. Box 425B, B•T.

Talented, versatile announcer, director-switcher, air personality, seeking new opportunity. Consider all localities. Presently employed. Box 443B, B•T.

Producer-director-writer; young, imaginative. Good assistant for busy manager. Box 447B, B•T.

National and local award-winning public-affairs, news and special events producer-director geared to mesh with transmission of tv by the sea . . . either coast. Appreciate objectives and techniques of local tv from sales ledger to production legerdemain. 10 years broadcasting responsibilities; network, local and agency. Box 454B, B•T.

FOR SALE

Stations

500 watt daytime independent station in California one-station town. Asking $35,000.00 with $20,000.00 down. Must sell. Box 301B, B•T.

For Sale. Kilowatt daytimer. Rocky Mountain area. Gross double under present management. Station well into black. Price $135,000, possible terms to right purchaser. Ideal situation for owner-manager. Box 440B, B•T.

Florida medium market station in hundred thousand price class, grossing approximately 75% of asking price. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Central south, secondary market. $65,000. Terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases. appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

FOR SALE

Equipment

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B•T.

UHF equipment, used. I kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

Presto tape recorder—Includes tape transport mechanism, type 900 R-1, serial #152 amplifier type 900A-2 serial #732 in portable cases. Box 283B, B•T.

Retma Sync generator. 14" rack mount. Good condition. First $875. Box 322B, B•T.

Ampex model 400 portable, presently in operation at professional recording studio. Best offer over $400.00. Box 365B, B•T.

GL1850A Iconoscope tubes—Electronics distributor has two unused "Ikes". Will liquidate for $350 each. Box 405B, B•T.

Remote transmitter Hallicrafters HT-4x like new, rel 646 receiver Conelrad FCC approved. Make offer. Box 431B, B•T.

Mobile broadcast studio. Converted air line bus. With or without equipment. Range 20 miles. Money maker, WEOK, Poughkeepsie, N. Y.

Three Blaw-Knox type CN self supporting towers 200 ft. overall including complete lighting on each. Towers now standing. Also available antenna tuning units for same. Make offer. WHIS, Bluefield, West Virginia.

1 Gates RCM12 remote control system complete. WMTA, Central City, Kentucky.

Tower 200 foot self-sup. ins. AM or FM, with lighting avail. immed. WPGC, Washington 19, D. C., JO 8-6677.

Ampex 300, 300-2 Stereo, 401, 600 and 350 available. Short deliveries on 350-2P, 601-2P Stereo and 601. Grove Enterprises, Roslyn, Pa.—Turner 7-4277.

RCA turntables 70A and B with filters in cabinets. Excellent condition. $140.00 for both. Remote Service Plan, 548 Sheffield Avenue, Brooklyn 7, N. Y.

WANTED TO BUY

Stations

Radio station wanted with annual sales of $100,000-$300,000 by responsible, well-financed individual. East or midwest. Box 327B, B•T.

Experienced general manager 1000 watt midwest daytimer will invest $2,000 in midwest or southwest station. 25 years experience in radio and newspaper fields in executive capacities. Thoroughly versed all phases business. College graduate, personable, capable. Abundance initiative, tact, resourcefulness. On Board of Directors and stockholder in present connection. Excellent references. Box 400B, B•T.

Wanted, radio station California coastal area medium size market. Offers confidential and acknowledge. Box 427B, B•T.

Wanted to lease. Radio Station, daytimer in South or North Carolina. Preferably in two station market. Will stand rigid investigation. Box 437B, B•T.

Radio station in medium market west or southwest. Former owner KAFY-KCOK-KYNO. Write or wire Sheldon Anderson, 610 Bonita Dr., Tulare, California.

Stations wanted. Private, conservative service to station owners. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

WANTED: **DISC JOCKEYS** WHO THINK

THEY'RE EXCEPTIONAL—AND HAVE THE TAPES TO PROVE IT.

That's right. We said "Exceptional." If you're not, don't bother. You'll only waste your time and ours. But . . . if you are exceptional, rush us the tape that proves it. Jockeys with smooth selling ability. If you have a personality identity such as singing, voice characterization, impersonations, etc., so much the better. Every tape carefully auditioned, and promptly returned.

THE KEY RADIO STATION 5500 4TH PLAIN ROAD VANCOUVER WASHINGTON

WANTED TO BUY

Stations—(Cont'd)

Stations wanted. Sold: 60% of all the AM stations offered by this agency since its establishment. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin. Broker, Tulsa.

Stations wanted now! Not interested in your gross receipts or your net profits or your private life. If the station has a market and a signal, please holler at me now. Ralph Erwin. Broker. Tulsa.

Equipment

Wanted—Western Electric 443-A-1 transmitter or parts from same. Reply Box 402B, B•T.

Wanted: Portable sync generator. Prefer RCA but will consider any make. Give complete information and price. WHIS-TV, Bluefield, West Virginia.

Wanted: Used radio remote transmitter and receiver. Chief Engineer, WSBA, Post Office Box 910, York, Pennsylvania.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11 St., N. W., Washington, D. C.

RADIO

HELP WANTED

Sales

THREE

Top rated station operations expanding into big markets leaves openings in the Bartell Group.

YOUNG

We are looking for young, aggressive salesmen who are interested in an association with the best independent radio group in the country.

AGGRESSIVE

Every reward is lavished on those who have the makings for success.

SALESMEN

Write: Gerald A. Bartell

P. O. Box 105, Madison 1, Wis.

The Bartell Group:

WOKY, Milwaukee
WAKE, Atlanta
KCBQ, San Diego
KRUX, Phoenix
WILD, Boston
WYDE, Birmingham

RADIO

Help Wanted—(Cont'd)

Sales

SALESMEN

Independent in major active radio market screening applicants for account executive positions. Progressive operation with tremendous potential for hard working salesman with radio know how and built in self starter. If you know how to sell radio, you can make money here. If interested, airmail special delivery complete resume. Box 461B, B•T.

Announcer

DJ-ANNOUNCER

Fast-stepping independent looking for mature, top-flight DJ-Announcer in search of opportunity in major market. If you know your business thoroughly, and are willing to work—we'll do the rest. Airmail-special delivery tape of DJ, news and straight staff work plus complete resume of background and references as well as minimum starting salary.

Box 401B, B•T

Technical

CHIEF ENGINEER

Chief engineer for major market independent operation. Should definitely also be production engineer studio and transmitter under one roof. If interested, airmail special complete resume and minimum starting salary. Box 462B, B•T.

RADIO

Situations Wanted

Production-Programming, Others

ARE YOU LOOKING FOR!!

A male vocalist? You needn't look any further. I am twenty-four, have had three years professional experience. A family man looking for steady employment in TV or radio. If interested will be glad to forward photo and record: Larry Gibbons, 4420 Fandon, El Monte, California.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 WISCONSIN AVE., N. W.
WASHINGTON 7, D. C.

TELEVISION

Help Wanted

Sales

WANTED: Salesman and saleswoman for new UHF Television Station, WOWL-TV, Channel 15, Florence, Alabama. Guaranteed draw and commission. Conversions going fast in UHF island. Right man has the opportunity to be commercial manager, assistant manager and even manager. Modern plant facilities, excellent communities in which to live. Send all information air mail including experience, picture and minimum draw required. Experience not nearly as necessary as basic ability, enthusiasm, energy and drive.

DICK BIDDLE
P. O. Box 634
Florence, Alabama

FOR SALE

Equipment

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

FOR SALE: 200 ft. IDECO 3-legged, self-supporting radio tower with additional 72 ft. mast. Suitable for TV. Built to specifications SSRT-1 and Wind Loading B-2. Lighting equipment and controls included. Dismantled and ready for shipment. *Shelbyville News, Shelbyville, Indiana.*

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.

NATIONAL ACADEMY OF BROADCASTING

1733 Wisconsin Ave., N.W. Wash., D. C.
Dept. B

How to Pass Your FCC First Class License Exams

Men with FCC licenses earn a minimum of 17% more money than those without, according to a survey just completed.

We guarantee to train you until you receive your FCC ticket. Send for full details today, without obligation.

Cleveland Institute of Radio Electronics
Dept. B•T 4900 Euclid Ave., Cleveland, Ohio

Continues from page 106

ing increase in daytime power and installation of new trans.; conditions.

KVNA Flagstaff, Ariz.—Granted cp to install new trans. at present main trans. site to be operated as alternate main trans.; condition.

WACO Waco, Tex.—Granted cp to move aux. trans. and install new aux., ant.-ground system, and delete remote control of aux. trans.

WBLA Elizabethtown, N. C.—Granted mod. of cp to change type trans.

WWCC Bremen, Ga.—Granted mod. of cp to change type trans.; condition.

The following were granted extension of completion dates as shown: **WHLI Hempstead, N. Y.**, to 12-31, conditions; **KPRC Houston, Tex.**, to 12-30, conditions; **WMPY Salisbury, Md.**, to 12-31, conditions.

Actions of September 18

KUED Salt Lake City, Utah—Granted mod. of cp to change ERP to visual 25.7 kw, aural 15.1 kw, ant. height 3053 ft. change trans. location (coordinates), change ant. system and make other equipment changes.

WRJN, WRJN-FM Racine, Wis.—Granted remote control point.

WNEX Macon, Ga.—Granted change of remote control point.

Actions of September 17

KGRN Grinnell, Iowa—Granted assignment of cp to Grinnell Bcstg. Corp.

WSYE-TV Elmira, N. Y.—Granted cp to maintain transmitter incorporated in BMPCT-4158 as auxiliary facilities.

WSYR-TV Syracuse, N. Y.—Granted cps to change type of ant. and make changes in ant. systems.

KGRN Grinnell, Iowa—Granted mod. of cp to change trans. location and make changes in ant. system (increase height) and change type trans.

The following were granted extension of completion dates as shown: WTOV-TV Norfolk, Va. to 4-16-58; KDSJ-TV Deadwood, S. Dak. to 4-6-58; WNBE-TV New Bern, N. C. to 4-9-58; KGBT-TV Harlingen, Tex. to 1-3-58; WCDB Hagaman, N. Y. to 2-15-58; WCDC Adams, Mass. to 2-15-58; KBIC-TV Los Angeles, Calif. to 3-13-58.

KWED Seguin, Tex.—Granted change of remote control point.

KEYZ Williston, N. Dak.—Granted authority to operate trans. by remote control while using nondirectional ant.

Actions of September 16

KGLN Glenwood Springs, Colo.—Granted relinquishment of positive control by Rex G. Howell, thru the gift of stock to Jerry Fitch.

KART KD-3272 Jerome, Idaho—Granted acquisition of positive control by Herbert E. Everitt through purchase of stock from Thomas Prescott and Charles L'Herisson.

KPAL Palm Springs, Calif.—Granted acquisition of positive control by Harry Maizlish, through purchase of stock from Gregson Bautzer, to Woodrow W. Irvin and Gerald Lipsky, a partnership, d/b as Bautzer and Grant.

WTRO Dyersburg, Tenn.—Granted assignment of license to Hamilton Parks, Franklin Pierce and Fred Childress d/b as Southern General Bcstg. Co.

WBTO Linton, Ind.—Granted assignment of license to Linton Bcstg. Co. Inc.

WAVP Avon Park, Fla.—Granted mod. of cp to change ant.-trans. location.

KUOM Minneapolis, Minn.—Granted extension of completion date to 9-30.

LICENSE RENEWALS

WRVA & Aux. Richmond, Va.; WSAZ & Aux. Huntington, W. Va.; WSSV & Aux. Petersburg, Va.; WTAR & Aux. Norfolk, Va.; WTTR Westminster, Md.; WWDC & Aux. Washington, D. C.; WWIN Baltimore, Md.; WWNR Beckley, W. Va.; WWOD Lynchburg, Va.; WWVA Wheeling, W. Va.; WYSR Franklin, Va.; WYVE Wytheville, Va.; WAJR-FM Morgantown, W. Va.; WARL-FM Arlington, Va.; WASH (FM) Washington, D. C.; WITH-FM Baltimore, Md.; WKAZ-FM Charleston, W. Va.; WRNL-FM Richmond, Va.; WRVA-FM Richmond, Va.; WSLS-FM Roanoke, Va.; WBAL-TV (Main Trans. & Ant.) (Aux. Trans.) Baltimore, Md.; WSAZ (Main Trans. & Ant.) Huntington, W. Va.; WSLS-TV (Main Trans. & Ant. and Aux. Trans.) Roanoke, Va.; WT R-TV (Main Trans. & Aux.; Aux. Trans. & Ant.) Norfolk, Va.; WTAR Radio Corp., Norfolk, Va.; WTRF-TV Wheeling, W. Va.; WTTG (TV) Washington, D. C.; DuMont Bcstg. Corp., Washington, D. C.; WAJR Morgantown, W. Va.; WARL Arlington, Va.; WAVY & Aux. Portsmouth, Va.; WAYE Dundalk, Md.; WBAL & Aux. Baltimore, Md.; WBBI Abingdon, Va.; WBOC & Alt. Main & Aux. Salisbury, Md.; WBRG Lynchburg, Va.; WCAO & Aux. Baltimore, Md.; WCBM & Aux. Baltimore, Md.; WDON Wheaton, Md.; WDVM Pocomoke City, Md.; WHAP Hopewell, Va.; WHAR Clarksburg, W. Va.; WITH & Alt. Main Baltimore, Md.; WJWS South Hill, Va.; WKLV Blackstone, Va.; WKWK Wheeling, W. Va.; WNOR & Aux. Norfolk, Va.; WNRV Narrows-Pearisburg, Va.; WPUV Pulaski, Va.; WREL Lexington, Va.; WRIC Richlands, Va.; WRIS Roanoke, Va.; WRNL & Aux. Richmond, Va.; WROV Roanoke, Va.

New Cuban Decree Shuts Down On Programming by Radio-Tv

The Cuban government has issued a decree setting up a list of new regulations radio and tv stations will be required to follow. The decree:

Prohibits any criticism of government authorities.

Rules out all speech or gestures that may be construed as having a double meaning and all advertising that misleads or "cheats the public."

Requires radio and tv stations to devote at least 5% of their broadcast time to educational or cultural affairs.

Warns tv stations not to show films which have not been approved by the film review board of the Ministry of Interior and requires that a film be preceded by a statement regarding its acceptability for viewing by children.

In announcing the new decree, Ramon Vasconcelos, Cuban Minister of Communications, said: "We must prevent the use of vulgar language, expressions of bad taste and anything which is detrimental to good manners and customs, culture, public decorum, or anything which is immoral or indicates flouting of the law."

Three Canadian Outlets Join CBS-TV as Secondary Affiliates

Three Canadian television stations, CHAT-TV Medicine Hat, Alta., CHBC-TV Kelowna, B. C., and CKRN-TV Rouyn, Que., have joined CBS-TV as secondary affiliates, according to Edward P. Shurick, CBS-TV vice president and director of station relations. CBS-TV affiliates in Canada now total 30.

CHAT-TV has joined the network as a non-interconnected station. Effective on or about Dec. 15, the station will be connected to the live network by microwave connection. CHBC-TV, which went on the air Sept. 21, will be a non-interconnected station, but will have satellite stations in Vernon, B. C., ch. 7 and Penticton, B. C., ch. 13. CKRN-TV is scheduled to go on the air during October as a non-interconnected station.

CHAT-TV, which operates on ch. 6, is owned and operated by Monarch Broadcasting Co. CHBC-TV, ch. 2, and CKRN-TV to operate in ch. 4, are owned and operated by Okanagan Television Co. and Northern Radio-Radio Nord Inc., respectively. The three stations will have the Canadian Broadcasting Corp. as agent.

3 More Australian Cities Ask Tv

The prospect that commercial television will gain new impetus in Australia was seen last week with a report the Postmaster General there has announced the government is accepting station applications for Perth, Hobart, Adelaide and Brisbane. Local observers earlier had predicted bids would be received only for Brisbane. Stations now are operating in Sydney and Melbourne with an estimated 106,000 sets in use at the end of the first year.

Radio Liberation Reply to Soviet

In view of the world-wide interest in the integration controversy in the South, Radio Liberation recorded an interview last Monday with Hulan Jack, a Negro, who is president of the Borough of Manhattan, for broadcast to the Soviet Union two days later. Mr. Jack sought to reply to accounts of U. S. racial tensions broadcast and published by the Soviet radio and press. The broadcast was carried in Russian and 17 other languages of the Soviet Union.

CFBR to Begin in October

CFBR Sudbury, Ont., opens as a new 1 kw station on 550 kc in October. The station will share its antenna with CHNO Sudbury, and will broadcast programs in French. It will use Canadian General Electric equipment.

INTERNATIONAL SHORTS

CKLB-FM Oshawa, Ont., on Sept. 12 began broadcasting separate programs from CKLB.

CKGR Galt, Ont., announces change of call letters to CFTJ. Station also reports new rate card effective Sept. 1.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address ——

WHAT'S TROUBLING THE ADVERTISER?

Commissions, barter, 52-week buys, other thorny issues get ANA scrutiny

A B•T INTERVIEW

Few groups command the ears of advertising agencies and broadcasters more completely than the powerful Assn. of National Advertisers and its Radio & Tv Service Committee. Lately, through the release of surveys it has made, the committee has spoken up on some fundamental questions—and seems apt to get into others. George Abrams, vice president in charge of advertising for Revlon Inc., which has had almost fantastic success with tv, heads the ANA radio-tv group. In this tape-recorded interview with B•T, he reports—not as George Abrams of Revlon but as chairman of the ANA committee—on the committee's present activities and plans, and gives his views on questions of basic importance to advertisers, agencies and broadcasters.

Mr. Abrams, will you tell us briefly for the record what projects the committee has underway now?

Well, the most important project right now is a forthcoming seminar workshop. We had one last February and it was quite successful. We're now in the process of preparing the agenda for that workshop by determining from our members the most important single television or radio problem that they, as advertisers, have today.

For example, I had a call this morning from ANA headquarters from one major advertiser who was very much concerned with television barter plans. He wanted to know if we could put that on the agenda. So between now and February we'll be developing a list of the most significant problems.

Two others which we know are quite important and have raised quite a storm in the press during the last few weeks are [1] the policy concerning payment of commissions on talent package shows —shows that are not produced by the agency but are produced by outside packagers and the networks, and [2] the firm 52-week facilities policy. Those are certain to be on the agenda. I believe barter will definitely be on the agenda because we have had increasing inquiries about it.

Overall, the workshop is the most important single project today.

Has the committee taken a position on any of these things?

Generally, the committee doesn't take a position; it merely reports on information or facts and tries to do it through surveys—that is, questionnaires which go out to the members. They've got to be quite careful so that pronouncements it makes are not misconstrued as being the result of a conspiracy of advertisers. Rarely is there a meeting in which we are not guided by legal counsel. In the case of the payment of the 15% on package shows, various members will always take individual positions; they will express their opinions. But ANA as a group will never express its opinion as to whether an advertiser should or should not pay the 15% on shows not produced by the agency.

You did a survey recently on the payment of the 15% on talent, didn't you?

That's right.

What did it show?

It showed that there were 13 national advertisers—we don't feel here that the percentages are as important as *that* particular finding—there were 13 national advertisers who were paying no commission whatsoever to their agencies where the television program was produced on the outside, either produced by the network or produced by an outside packager. And coming just prior to the Frey * report, this is a rather dynamic finding because up until this time it had been assumed every advertiser paid full commission on shows. Even though we were aware that various advertisers might have made deals with their agencies, we were not aware that this number would admit that they were paying no such commission.

Can you name the 13?

No, we purposely asked the advertisers not to identify themselves in the questionnaires because we wanted them to speak very freely.

Were these major advertisers?

Well, you have to take the roster of ANA members—if they are in television for the most part, they are major advertisers, and, of course, this concerned only network television. At today's prices, if you have even an alternate half-hour show then you're a major advertiser.

If 13 were not paying, how many were?

There were, as I recall, 55 who were. That's why I make the very special point that if you use a percentage, it doesn't seem too important but if you take the raw fact that in the United States today there are 13 major advertisers who are not paying commission on packaged tv programs, it becomes a much more important statistic.

In other words, ANA would have assumed that everyone was paying?

That's right. Because traditionally you operate under a 15% agency system.

If you assumed that everyone was paying, why did you make the survey?

Because there had been objections on the part of some members who were paying these commissions to the fact that they were unwarranted compensations. In many cases the property they had purchased was coming to them in a "can from Hollywood," as they put it, and yet they were forced to pay as much as $5,000 a week commission to their agencies on that program. The justification always offered by the agency was that this was compensated for in other forms—in services as a marketing counsel or in research it might be doing. But as a single item tied to the 15%, it was one that very few of us could justify as being a fair expenditure to be made by an advertiser. One advertiser present mentioned that he was paying $100,000 per program for a film show—$100,000, which meant that his agency was receiving $15,000 per show in commissions. The show was completely produced in Hollywood, cast in Hollywood, directed in Hollywood—none of the scripts were submitted to the agency. So in this case this would probably be——

A rare case?

Well, it was, but it points out that you can range from an average $35,000 a week show to as much as a $100,000 a week show—and if you have a 15% system to apply against it, it doesn't matter the price of the property—the income still goes to the agency.

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* EDITOR'S NOTE: PROFESSOR ALBERT FREY, MARKETING PROFESSOR, TUCK SCHOOL OF BUSINESS ADMINISTRATION, DARTMOUTH COLLEGE, HAS BEEN COMMISSIONED BY ANA TO STUDY AND REPORT IMPARTIALLY ON "AGENCY FUNCTIONS, PRACTICES AND METHODS OF COMPENSATION." REPORT IS SLATED FOR PRESENTATION TO ANA FALL MEETING OCT. 27-30.

Did this advertiser say what justifications his agency gave for charging the commission?

He mentioned that he had asked his agency to prepare a documentation of what service they had provided and that when they provided the documentation, he was sure that he was over-paying.

Does he still retain that agency?

Yes, but he no longer has the program, so he's a happy man today.

Could you tell us about the 52-week facility policy investigated by ANA?

Sure. Here again the ANA had received a number of complaints, primarily from medium or small advertisers, that they were being forced to sign firm 52-week facilities agreements in order to get a time period on some of the major networks. They asked us if we would go to the networks and try to change the system. We said we couldn't do that as an association. However, we felt that what we should do was to conduct a survey of all of our members who were network television advertisers to determine whether they had all been forced to sign 52-week firm commitments. The point being that if they had not, then this small or medium advertiser could very honestly and fairly go to a network and say, "Why are you imposing this system on us when you're not doing it with all advertisers?"

That was the result of the study. The study showed that there was not a uniform, firm 52-week policy—that, as I recall it, roughly half of the advertisers polled had signed such commitments but that you had another 50% who had signed contracts of varying lengths. So that today, your small advertiser, who may be bucking someone willing to sign a firm 52-week commitment, is in a position where he can lay down in front of any network this study by ANA and say, "We want fair treatment." That was the only purpose of it.

Do you know of any instances where that study has been so used?

No, I think it's really too soon for that to have happened. The study was only issued about the first week in August. Now, it may be used; it could be used without our ever knowing it. An advertiser going out and buying time could go to the network without our being aware of it. However, I think the replies of the various networks are very interesting. I think ABC was quite honest in its comment that where they had film shows which necessitated the purchase of 39 originals—and, of course, the 13 repeats—it was necessary for a 52-week commitment. Otherwise someone would be left holding the bag and there was no reason why it should be the network. If you recall, NBC made virtually no comment to it. CBS, as I recall it, took the position that they were not forcing anyone to buy.

REVLON'S (AND ANA'S) ABRAMS

What lengths are Revlon's network contracts?

Well, we have them in varying lengths today. We have always tried to get 13-week commitments, but I will say that we have signed firm 52-week commitments in the past.

Willingly?

No, not willingly. In my opinion, no advertiser wants to sign a firm 52-week commitment because it makes his advertising expenditure very inflexible. He suddenly ties himself to an expenditure of perhaps $5 million. There are very few advertisers who can do that not knowing what their business will be as they enter the next quarter or the next half year. It is always a much safer course to set yourself up in 13-week cycles.

Going back to the ANA problems—could you give us your impression of barter?

Well, I have used barter and I found it a very good deal for the company I was working for at the time. This occurred in 1954 and 1955 when I was still at the Block Drug Co. We were approached by the Matty Fox operation of Western Television. As you know, they had sold or given film to stations in exchange for time. We were able to make a deal whereby we purchased some of that time from them at less than card rates. The time was delivered as ordered. The products responded to the advertising and paid off very well. It was a very clean-cut deal.

Specifically, what time periods were you getting or in what time periods——?

We were given the contracts that C&C Corp. had with the stations. These varied in time periods. Some stations had good prime time periods, others had fringe periods and some just had daytime. We were able to discard what we didn't want. We picked the time periods which we had found most successful for us in the past when we used spot tv advertising. Then where there was a range of time—for example, from 6-7:30 p.m. over certain stations—we requested availabilities from that station. When they said, for example, that they had a spot available at 7 p.m. on a Monday night, we bought it. And that was the procedure. We found the stations very cooperative on it and it turned out to be a good deal. I understand Block has just finished using up the time that they bought; as I recall it, they purchased about $300,000 worth of time, all spot time, on a barter basis.

Spread over a period of about three years?

Spread over roughly three years.

You said $300,000 at less than card rates. What would the card rate have amounted to?

I believe it was about 40% off the card rate. So it was 60% of the card rate.

Continued

Would you say that your experience, or Block's experience, with barter was more satisfactory than the average advertiser who goes into it?

I'm not too familiar with other people's experience except that I have heard good reports on International Latex's use of barter. I understand that their sales, particularly on their new product, Isodine, have been quite good as a result of using this type of operation and that they have contracted for a very long period—almost a $20 million package. I don't see them doing anything else but barter in television today so I assume it has been a good relationship and that they are continuing it.

What is the purpose of ANA's looking into barter?

Well, only because members have asked for more information about it. Some have questioned whether it's a good practice. There may even be cases that I don't know about where sponsors have been hurt by it. Let's just call it at this point an investigation of barter for the information of members.

Do you plan to make a survey?

Yes, we will dig into it now and find out what the experience of other people has been using barter.

Will you also survey agencies?

Well, we generally don't. We let the 4 A's [American Assn. of Advertising Agencies] survey the agencies. Generally, when I have discussed this subject with agencies in the past, I've found they dislike the barter system. Many of them have personal relationships with station representatives or with stations and they don't like to bring in a third party in these matters. I think you have to take each individual barter plan that is offered and just weigh it from one basic economic standpoint—is it a good buy? I don't see anything unethical or immoral about it. It's just good business if you can buy your time, if it's good time, cheaper.

One more question about the 52-week facilities policy—Is it true that advertisers generally receive preferential treatment in print media if they are on a long frequency schedule, say 52-week or whatever it happens to be? In other words, don't you have this also in print, not only in broadcast media?

Well, of course, the great advantage in print media in a schedule that encompasses a full year (I didn't want to use the phrase "52-week" because that's very rare in print) is the discount structure. There have been cases where print publications will give you better positioning if you are a long term advertiser. But I haven't found that that is a necessity. Most publications today are willing to grant you good position if you fight for it and want it. Some advertisers just don't worry about position; they don't care where their ads fall in the magazine. Others do and demand it, or they don't run. I would estimate that most print advertisers I've known and talked to on the subject have never found it necessary to run a 52-week type of schedule in order to get the positioning.

Is your ANA committee doing anything in particular regarding the whole question of how agencies should be compensated or is the Frey study going to take care of that "in toto"?

When the ANA convention is held at the end of October and the Frey Report on agency compensation is presented, it will be the first time that ANA will be aware at all of the findings of that report. ANA's president, Paul West, has made quite a point of this—the fact that until that study is opened at that meeting, not any member of ANA, not even the president or the board of directors, will know what it contains. So, it can work as much against the advertiser from the standpoint of the traditional 15% system. It could, for example, recommend that the commission be 17%. But as I understand it, and I listened to Professor Frey state what he plans to present, it will be a report of findings rather than an interpretation. I think advertisers, agencies, media and the press will draw their own conclusions from what they find. I don't believe he will recommend, for example, that the commission be changed from 15 to 17% or from 15 to 13%, or anything of that sort.

Is your committee making any sort of special study of compensation other than this?

No, the only one we've gone into has been the subject of payment of commission on package programs. And again, only because we had specific complaints from members that they felt it was an unfair practice.

Did that study also find that some advertisers were paying more than 15%?

No one claimed that honor.

On the question of compensation generally, I believe the ANA position at the moment is that the relationship between advertiser and agency is a case-by-case thing for each advertiser and his agency to determine. Is that correct?

That's correct.

Are you satisfied with your compensation relationship with your agency?

Well, I would say that I would be one of those who would question the commission on package programs. I believe that if an agency has played an important role in the development of that package—finding it, assisting in the casting of it, getting into the scripts very carefully and actually taking part in the production, improving the production values of the show—I think then they would be entitled to it. But an agency which, for the most part, sits by and merely accepts a package program—I don't think is entitled to it unless that agency is able to compensate for it in some other way. Now again we get into individual cases. There are many advertisers who will tell you that their agencies provide very heavy research services. We don't require that of our agencies. If we did, that might be a balancing factor to the payment of the 15% on package programs.

Could you tell us what advantage you feel that you might have in more than one agency rather than having one agency handle all of your advertising?

That's a good question, particularly today when you have this Lorillard move toward consolidation and some others that have taken place. In the first place, I've always been a believer that conflicting products should not live under the same roof.

That's the philosophy then that your firm uses because you have so many products——?

That's right. There's another point to be made. Unlike Lorillard, which has three or four brands, we have about 40 advertised brands. If we were to put all 40 brands under one agency, it's my opinion that some of those brands would suffer because you tend always to service those brands that, first, have the biggest billing and, secondly, those that are the biggest problems. So that if you have a product that has moderate billing and is a comfortable sort of product to live with—in other words, it doesn't have a crisis every week—you tend to neglect it. But take that same product and put it into another agency where its billing may seem important to them, and it will get attention, it will get a lot of interest, they may even develop a completely new campaign for it. It suddenly comes alive as a brand. I think that's quite important.

Have you ever considered a house agency for all your products?

Every year. Seriously, it's quite a normal thing to consider in our business because so many others have done it. It's hard to disregard the fact that American Home Products has a house agency. Warner-Lambert has a house agency, Vick Chemical has a house agency. Toni has the North agency, Pharmaceuticals has Parkson—so it comes to your attention quite frequently that maybe you ought to consider having a house agency. I've generally been against the practice of house agencies because I don't think they tend to attract the best creative people although they may have good people who run them from an administrative sense. In other words, they can place orders, they can place ads—but let a brand get into trouble, and I think they're forced pretty soon to recognize that they haven't got the creative power to correct a situation of that sort.

WHAT ANA QUESTIONS

- **Agency 15% on outside-packaged shows: Is it a legitimate charge?**
- **Network 52-week buys: Are all advertisers getting the same break?**
- **Barter deals in tv: They work for some, but are they good for all?**

HOW REVLON THINKS

- **Split billings: Products get better service if they're not in one agency**
- **House agencies: Attractive, but often suffer from lack of creativity**
- **Programming: There's a dearth of originality in television today**

Have you had any problems in product protection?

Yes.

I notice that CBS has taken some steps to amend its protection policy *. . .

I think it was a necessary step they had to take. With acquisitions and new product developments by major corporations in America, it became increasingly difficult to buy a program. We have had two instances within the past few months to point this up. When we bought the *Walter Winchell File* program on Wednesday night, we couldn't advertise a number of our products because of the adjacency to Mennen, who put out baby products, hand preparations and a men's product—a line of men's products. The same thing happened to us on Sunday night on the *$64,000 Challenge*. We had Bristol-Myers on one side and Helene Curtis on the other. Bristol-Myers makes deodorants, hand lotions and a men's hair preparation. On the other side, you have Helene Curtis with a hair spray, shampoo, a deodorant. We make products in all of these fields so that we were blocked on both sides. I think frankly the new CBS policy is a good thing for the industry. It was reaching a point where corporations such as Procter & Gamble were making it impossible for Lever Bros. and Colgate to live side by side with them. And there just had to be a breaking point on it. I admire the leadership of CBS in stepping forward and saying this has to be done. It should have been done a long time ago. Certainly in magazines and newspapers you get no more than facing page protection.

Do you think the 15 minutes that they put between leading products is adequate?

The answer to that lies in what the word "adequate" means. You could just as well raise the question whether an hour separation is "adequate." The great concern advertisers have is possible neutralization of their advertising message. I'm sure that consumer remembrance goes far beyond 15 minutes but it also goes far beyond an hour or two hours, so that if they see a commercial one hour previously and then another commercial by a competitive product an hour later—there could perhaps be a neutralizing effect. I think the 15-minute rule is a necessity. I don't think they had any choice but to do it that way. They had been working for the most part with a half-hour separation, as witness our situation on Sunday night. I think they were forced into a 15-minute rule.

From the advertiser's standpoint, what are the biggest problems in using television? This is the first time I've heard an advertiser go this long without complaining about costs.

Well, of course, it's only because you didn't ask me. And yet, in answering your question, costs would not be the primary problem. The primary problem would be that of finding the right program and the right time period. Because if you find the right program and the right time period, the cost could be a very justifiable expenditure—as witness the *$64,000 Question*. However, take a situation where a program is in a prime time period and yet faces two strong, competitive programs; even though it may be a very good program, it can have its strength dissipated by the fact that the audience goes into a three-way split in that time period. And yet the cost of the time is the same as, let's say, on another night of the week, and the cost of the program is the same as if that program were placed on another night of the week. So I place those two problems first. I would place finding the right time period first, program second. Because even some poor programs have done well where they haven't had serious competition.

Do you think rates should be based on delivered audience then?

Well, I would hope that someday we would arrive at that. As you know, there was talk some time back of Nielsen providing a service which would be tied to delivered audience, and many tv advertisers hoped it could be achieved—just as they pay for circulation in a magazine or a newspaper. But that's one of the gambles of television today. You could also call it the survival of the fittest. So you go out and try to find the best program and you negotiate as best you can for the best time period. And if you go into a time period that subsequently suffers as the result of competition, you move to another time period. *Twenty-One* is a very good example of that. If it had stayed Wednesday night at 10:30, it would have remained a mediocre program. At 9 o'clock on Monday it had the opportunity through greater sets-in-use, additional stations, and lack of competition. It has become a great program.

Is there anything you want to add on any subject?

I've always been a great believer in pioneering, in advancing new frontiers in advertising. And I'm a little dismayed, frankly, at the programming in television today. While I didn't always agree with Pat Weaver's concepts, I think he did provide some fresh thinking, some fresh programming, and some excitement in television. It's just too easy to be a "me too" in television. Someone gets a good rating on a Western and then immediately you go out and buy a Western. I think, too, there's a great dearth of originality. I've been watching, for example, a new program called *A Date with the Angels*, the Betty White show. In some respects it's a luke-warm *I Love Lucy* program, and yet watching it, it's so apparent that the show needs creative ingenuity. Because with that, it could come alive. The casting is good, the basic plot is good and yet in aping a successful program of the past, they haven't come up with a successful show in the present.

So I think, going back to Mr. Weaver, that he had the right idea. That is, strike out in some new directions, develop creative thinking. I think that has to be the saving of television. Because if it continues in a rut of mediocrity, you're going to face the same situation as you had this summer. With nothing but "repeats" all over the dial, people were tuning out. I think television had one of the sharpest drop-offs in listening this season we've had in many years.

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* EDITOR'S NOTE: UNDER A REVISED PRODUCT PROTECTION POLICY, CBS-TV PLANS TO MAINTAIN SEPARATION OF AT LEAST 15 MINUTES IN NETWORK PLACEMENT OF COMMERCIALS FOR COMPETING PRODUCTS. NETWORK ALSO WILL PREVENT COMPETITIVE PRODUCT CONFLICT WITHIN PROGRAMS (EXCHANGE COMMERCIALS ARE NOT NECESSARILY ENTITLED TO PROTECTION, AND THEIR POSITION MAY BE SHIFTED IN ORDER TO MAINTAIN SEPARATION OF COMPETITIVE PRODUCTS).

The television rating story in Atlanta:

up...Up...UP...for WSB-TV

STATION SHARE OF SETS IN USE*
SIGN-ON TO SIGN-OFF SUNDAY THROUGH SATURDAY

	WSB-TV	Station B	Station C
May	**41.0**	36.4	23.8
June	**41.3**	36.2	23.0
July	**43.6**	34.1	24.2
August	**45.8**	32.0	24.1

In addition to this increasing audience advantage advertisers get on WSB-TV, they enjoy an overwhelming *coverage dominance*. In the 50% or better penetration areas WSB-TV covers 100 counties.** This is 25% more counties than Station B covers. 72% more than Station C covers. The NBC fall-winter schedule as announced means inevitably even greater audiences for Atlanta's dominant station. Get more for your television dollar. Get on WSB-TV—one of America's truly great area stations.

WSB/TV

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal & Constitution
NBC affiliate

*ARB
**NCS No. 2

MONDAY MEMO

from **JAMES GREEN,** *account supervisor, North Advertising*

CAREFUL! COLOR TV IS TRICKY

Black-and-white television became big in a hurry because of the taverns. Tavern tv created a market, made it popular . . . and boom! There it was. A brand new industry busting records every year.

A lot of us expected color to follow the same pattern. But it hasn't. It's gotten hung up somewhere along the line—adamant salesmen, more adamant viewers, high prices. Something. There's a bottleneck.

But it's coming, big enough to be a factor, soon. That's the point. There'll be millions of sets—enough to impress even ARB, Nielsen and the credit bureaus. And then color will be something to be reckoned with as a sales tool. Particularly to sell food.

Actually, there are three basic elements essential to a good food commercial on color television. Time, care, and quality. At the minimum you can double the time required for set up—lighting the product, getting angles, background and so forth. The care given to the set up must be even greater—every step checked two or three times to be sure of light, shadows, color relationship, background and on and on. And quality. Every blessed thing that goes in front of the color camera must be checked again and again, because the searching and critical eye of the black-and-white camera is increased in strength a thousand fold in color.

There can be no smudges. There can be no wrinkles . . . no faded edges, no approximates. Every detail must be perfect.

And this is before we even come to the problem of color itself. Here comes the critical difference. Actually, color television is just another step in the direction of less and less work for the consumer. In black-and-white television there were still some mental gymnastics required of the viewer. The picture offered a monochrome image, an outline of the details of a product or object. The listener filled in the fine points with his imagination. Not as detailed as radio listening, but he worked a little. Now, there's color. And there it is—your product, the thing you're trying to sell. If it doesn't look perfect, forget it. You haven't made a sale.

HERE ARE SOME POINTS TO CONSIDER

Here are a few rules or do's and don'ts we've learned during our "pioneering" for Jewel stores on WNBQ (TV) Chicago:

In grocery items—packaged goods:

- Mass shots of packages just don't come off. Too much control is required to compensate for the extreme variations in color and shading.
- Intense colors, such as red, tend to make dull colors such as browns or purples, appear even more dull.
- Individual products appear best when displayed alone with special lighting on a neutral background.
- Retouching of lettering and sometimes even of color is helpful, and often essential. The best package, as will be pointed out later, is simple—a very few well-defined colors with a minimum of lettering. Off-whites are best with strong colors, pure whites are weakest.

There's this to know about food displays. When you've taken time and care, and have presented quality, you needn't say a word. It's beautiful and it will sell.

One day we're going to wake up to find enough color homes to care what we look like in color. That'll be the time when we re-examine the future of automation. Because color television may be the answer to the lack of display, the absence of personal contact. Color television may serve as the display area of tomorrow's supermarket. If the image from four-color print will carry over to the point of purchase, so will electronic color.

There is another area in which color television figures to cause tremendous changes. That is in packaging. It probably isn't fair to say that the advent of color television has sent the major manufacturers rushing in panic to the leading designers. But, in the trend to new packages, the demands of color television will be a major factor in shaping the designs. The packaging industry is booming along at something like $12 billion right now, and is something more than a hit or miss proposition. As it grows, color television is the major force in shaping its pattern.

COLOR TV MAY DICTATE IMMEDIATE CHANGES

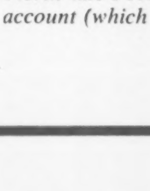
However, in spite of this growth, many manufacturers are slow to make changes, relegating new packaging to the "let's get it over—and cheap" approach. And that's where color television comes in. When executives who allocate multi-million dollar budgets to advertising their product but nothing to change its dress, suddenly see it in color testing, the veneration for the traditional package suddenly dies. Here, under the probing of the color television camera, they come face to face with the appearance of their package for the first time.

The demands of modern merchandising set up rigid basic musts in packaging. Simplicity, harmony of color, and strong product identification are essential. The display of row upon row of packages in the modern supermarket accelerates the challenge to the designers because each product must shout out for itself in competition with literally thousands of others. And every demand made on a package by color television meets the requirements of good packaging in general.

Quickly, here are five basic rules or questions which should be followed or asked, in redesigning today's packages.

1. Is product identity as strong as possible?
2. Is design as simple and straightforward as it can be made?
3. Does the package have good color separation?
4. Are detail and copy at an absolute minimum?
5. Will it stand out in a crowd?

You can't change the color of actual foods. You can change and adapt the color of packages. Color television isn't going to put advertising men out of business. But it's going to make our jobs a lot easier. And it's going to sell groceries like mad. Someday a shot of that steak and tossed salad will come on without a word. And somewhere one ad man will turn to another and say "what ever happened to copy?"



James Green; b. Hastings, Neb., Oct 6, 1921; grad. Northwestern U. in 1946, after three years out as communications officer on U. S. Navy carrier. Was assistant editor for Science Digest *in 1947, then writer for* Chicago Sun-Times *1948-50; did freelance writing and producing in radio for two years and before joining Christiansen Adv. Agency, Chicago, where he directed* Uncle Johnny Coons Show *for Jewel Tea Co. locally. Was account supervisor on Jewel and radio-tv director at Christiansen before joining North last Feb. 1 as account supervisor on Jewel food stores account (which also shifted).*

Nose Under the Spectrum Tent

MONTHS ago we warned of the imminent danger of invasion of the vhf tv bands by the military. Last week guarded announcement was made of the transfer of a portion of ch. 2 for military communications, but outside the U. S. and its important territories or possessions.

Assurances are given that no interference to reception of any ch. 2 stations will result from the use of ionospheric scatter on the lower end of that channel. We find no competent engineering opinion that disputes this contention.

But the mere fact that government has impinged upon a portion of the spectrum allocated for the direct benefit of the public is cause for concern. We wonder, for example, whether the military would have stopped at a mere 400 kc of the 6,000 kc ch. 2 if the alarm had not been sounded and if Sen. Charles Potter (R-Mich.) had not introduced his resolution for a high level three-man commission to investigate spectrum utilization.

In recent weeks broadcast and manufacturing trade groups have awakened to the realization that the vhf spectrum and, possibly through chain reaction the uhf bands as well, might be in jeopardy. They have gotten behind a complete and impartial study of spectrum use. The bite at ch. 2, even though the use to be made of the space is in remote regions, certainly should stimulate vigorous support for the Potter resolution and its companion measure in the House at the next session which begins in January.

We can conceive of no issue more important to the broadcaster. Without spectrum space there can be no television.

The ABC of Tv

BROADCASTERS may legitimately expect answers to some very basic questions before they decide whether to support the tv "circulation" measurement plan developed by the NARTB.

The biggest question is this: Is the project really necessary?

If the answer is to be yes, it will be for different reasons than those which prevailed in December 1952 when the NARTB Tv Board decided to explore ways of doing a national, county-by-county station measurement.

At that time television lacked current, dependable information about such fundamental subjects as the number and distribution of television sets and the extent of station coverage.

Since then the void has at least to some degree been filled. Commercial research services have provided a considerable body of intelligence about the size and location of the television audience. In short, buyers of television advertising now have at their command much more information than they had in 1952.

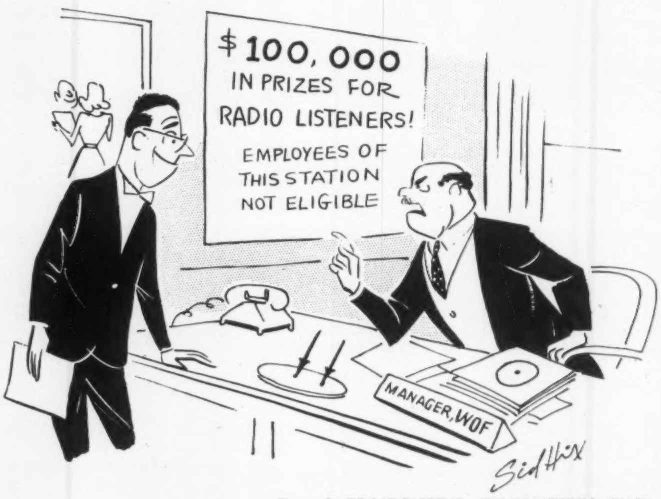
It would be foolish, of course, to say there are no flaws or vacancies in existing tv circulation information. If a unified, national measurement were to be undertaken by telecasters, it should be for the purpose of correcting flaws and filling vacancies in current services. To some extent, the NARTB's plan has already served that purpose.

It is the testimony of competent researchers that the survey technique developed by the NARTB's circulation committee promises to produce more accurate results than those obtainable from past methods. The development of this technique is, in itself, a valuable contribution to tv research. Whether the NARTB project ever materializes, the technique presumably can be put to good use by commercial services.

It seems to us that the principal merit in an all-industry project would be the standardization of one type of basic television measurement. The counterpart in concept, if not in technique or type of measurement, is the Audit Bureau of Circulations to which responsible newspapers and consumer magazines subscribe.

The Audit Bureau of Circulations has gained universal respect among space buyers for a number of reasons: It is known to be conducted with scrupulous honesty; it uses research techniques which, although simple, are recognized as valid; and—perhaps of most importance—it has been vigorously promoted for what it is, a standard measurement of publication circulation.

A television bureau of circulation, whatever its name, could achieve the same respect among the buyers of television advertising. To be sure, its job would be more difficult than that of ABC because the job of measuring television circulation involves far more elusive elements than the mere counting of copies which a newspaper or magazine sells. But if the television bureau's methodology were accepted by respected research experts among the agencies and advertisers, it could achieve for tv what ABC has achieved for the print media—and, indeed, more.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Let me get this straight . . . you want to resign so you can enter our contest?"

As proposed by the NARTB committee, the television measurement would provide more detail about a station's audience than ABC provides about its members' circulations. This should be a distinct advantage to the buyers of advertising.

Some broadcasters have raised the question whether a television measurement ought to report the audiences of all tv stations or only those of subscribers. Here again the ABC analogy may be invoked. ABC reports only the circulation of its members—the theory being that only those publications that are willing to expose their paid circulation lists to scrutiny are deserving of ABC membership.

Getting the tv project off the ground will not be easy. To be successful, it must have the support of many stations; it must be organized with continuity and growth in its future plans; it must be promoted as a service of high standards deserving of respect.

Wayne Coy

WHEN Wayne Coy was fatally stricken last week, a piece of American broadcasting died with him.

He had been chairman of the FCC during four rugged years—late 1947 to early 1952—when the television allocations were being shaped and video got off the ground. A dedicated public servant who would brook no interference, he was the FCC's "strong man" during those eventful years.

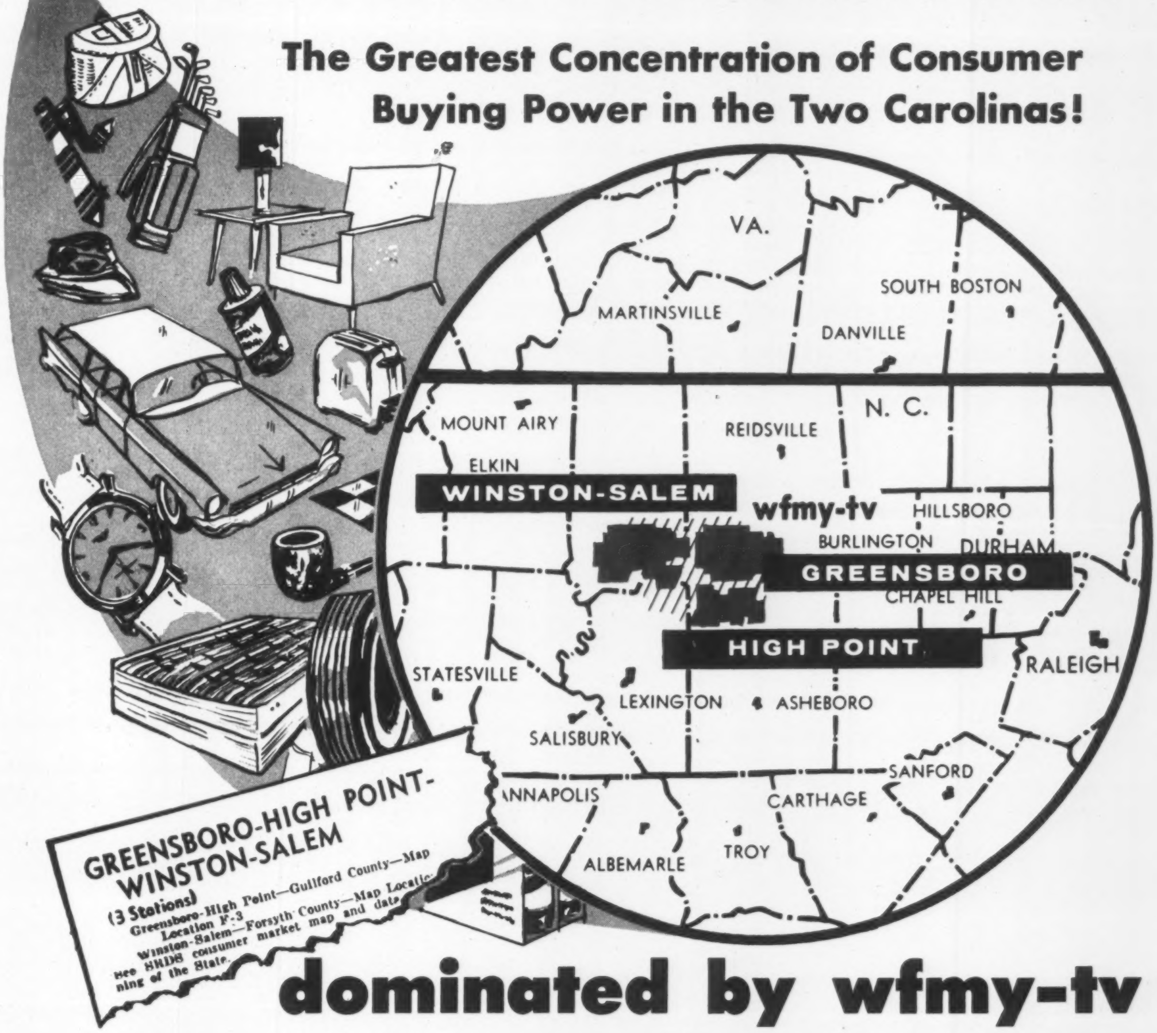
Mr. Coy came to the FCC as its first chairman with a practical broadcasting background, as well as with years of prior government administrative experience. He accepted President Truman's call to return to government when he had a good position with the *Washington Post* as director of its radio stations. He knew of the financial sacrifices entailed and he had not been in robust health for some years, but he assumed the trying task at a critical time in tv's development.

When Mr. Coy resigned in 1952, he did it on an "immediate" basis. He had no new job, but his sense of ethics was such that he wanted to be a free agent in negotiating for a position in industry. Offers came at once, and he joined Time Inc. as consultant on broadcasting.

Like all too many executives in broadcasting, Wayne Coy died too young. He had reached the point at which economics were no longer a problem, his two boys had grown to manhood, and he and Mrs. Coy had returned to their beloved Indiana to "slow down" after many years away from home. But those rigorous years in newspaper work, in state office, in federal positions and in broadcasting, had taken their toll. In their hour of bereavement, his devoted family can take comfort in the knowledge that his tragically foreshortened life was full and meaningful and that he leaves a legacy of exemplary statesmanship, good broadcasting and an abiding faith in his fellow men.

North Carolina's INTERURBIA

The Greatest Concentration of Consumer Buying Power in the Two Carolinas!


VA.
SOUTH BOSTON
MARTINSVILLE
DANVILLE
N. C.
MOUNT AIRY
REIDSVILLE
ELKIN
WINSTON-SALEM
wfmy-tv
HILLSBORO
BURLINGTON
DURHAM
GREENSBORO
CHAPEL HILL
HIGH POINT
RALEIGH
STATESVILLE
LEXINGTON
ASHEBORO
SALISBURY
SANFORD
ANNAPOLIS
CARTHAGE
ALBEMARLE
TROY

GREENSBORO-HIGH POINT-
WINSTON-SALEM
(3 Stations)
Greensboro-High Point—Guilford County—Map
Location F-3
Winston-Salem—Forsyth County—Map Locatio
See SRDS consumer market map and data
ning of the State.

dominated by wfmy-tv

Interurbia—The heart of North Carolina's Prosperous Piedmont . . . *YOURS* with WFMY-TV! First in population . . . First in total retail sales! Call your H-R-P man for full details on WFMY-TV coverage of INTERURBIA *PLUS* the big Industrial Piedmont!

- ✓ **54 Prosperous Counties**
- ✓ **2.2 Million Population**
- ✓ **$2.8 Billion Market**
- ✓ **$2.2 Billion Retail Sales**

WFMY-TV . . . Pied Piper of the Piedmont
"First with LIVE TV in the Carolinas"

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston

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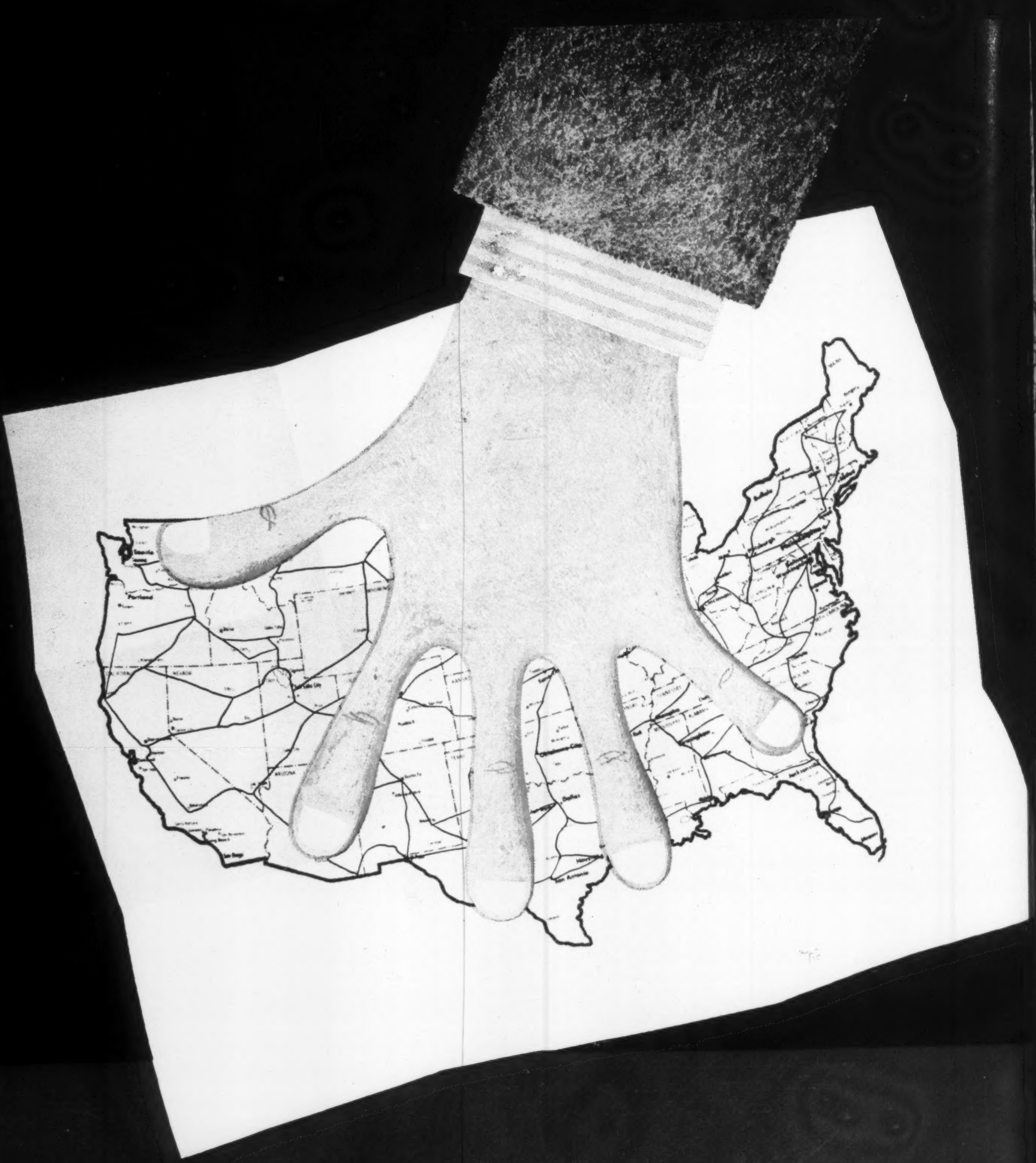
CBS TELEVISION NETWORK
Since 1949



WEED

TELEVISION

TELEVISION STATION REPRESENTATIVES

new york • chicago • detroit • san francisco
atlanta • boston • hollywood • des moines

AMONG THE OUTSTANDING
TELEVISION STATIONS
WE ARE PROUD TO REPRESENT

WABD	New York, N.Y.
WTTG	Washington, D. C.
KGLO-TV	Mason City, Iowa
KHQA-TV	Quincy, Illinois
WFBC-TV	Greenville, South Carolin
WUSN-TV	Charleston, South Caroli
KTNT-TV	Seattle-Tacoma, Washing
XETV	San Diego, California